VOL. 6 NO. 10

SEPTEMBER, 1936

AUTOMATIC WORLD

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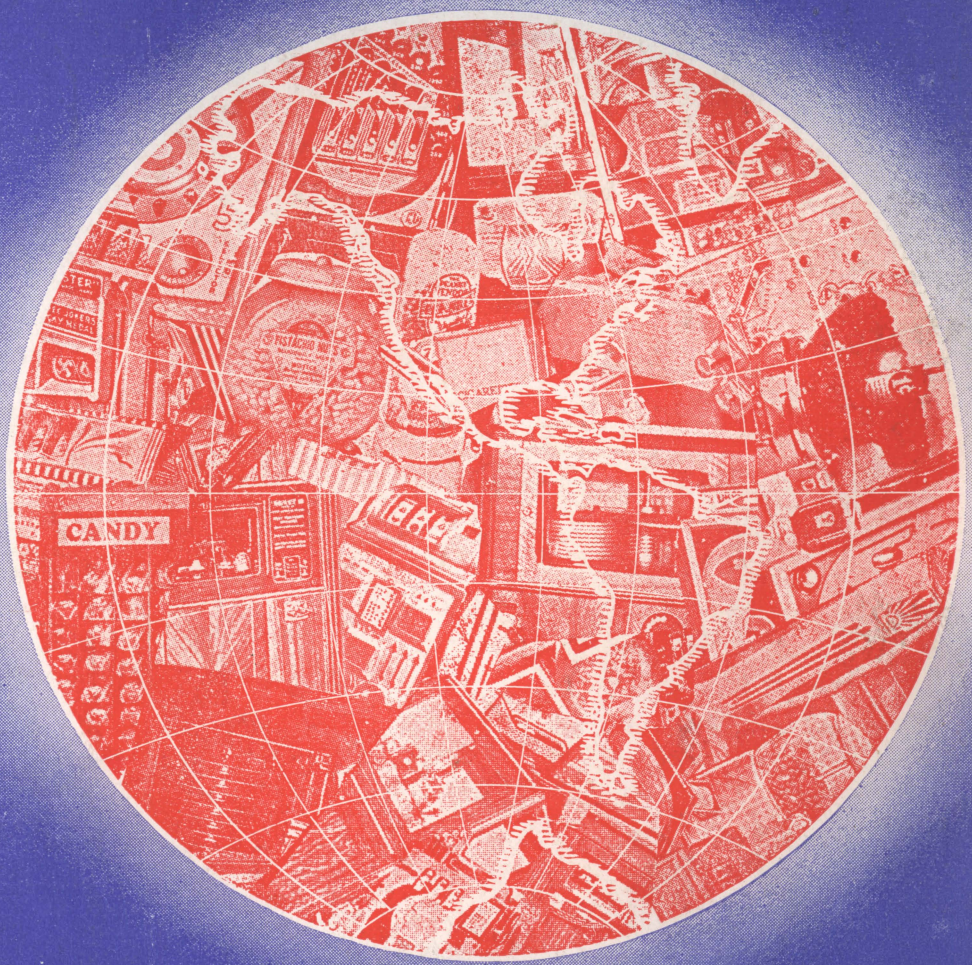
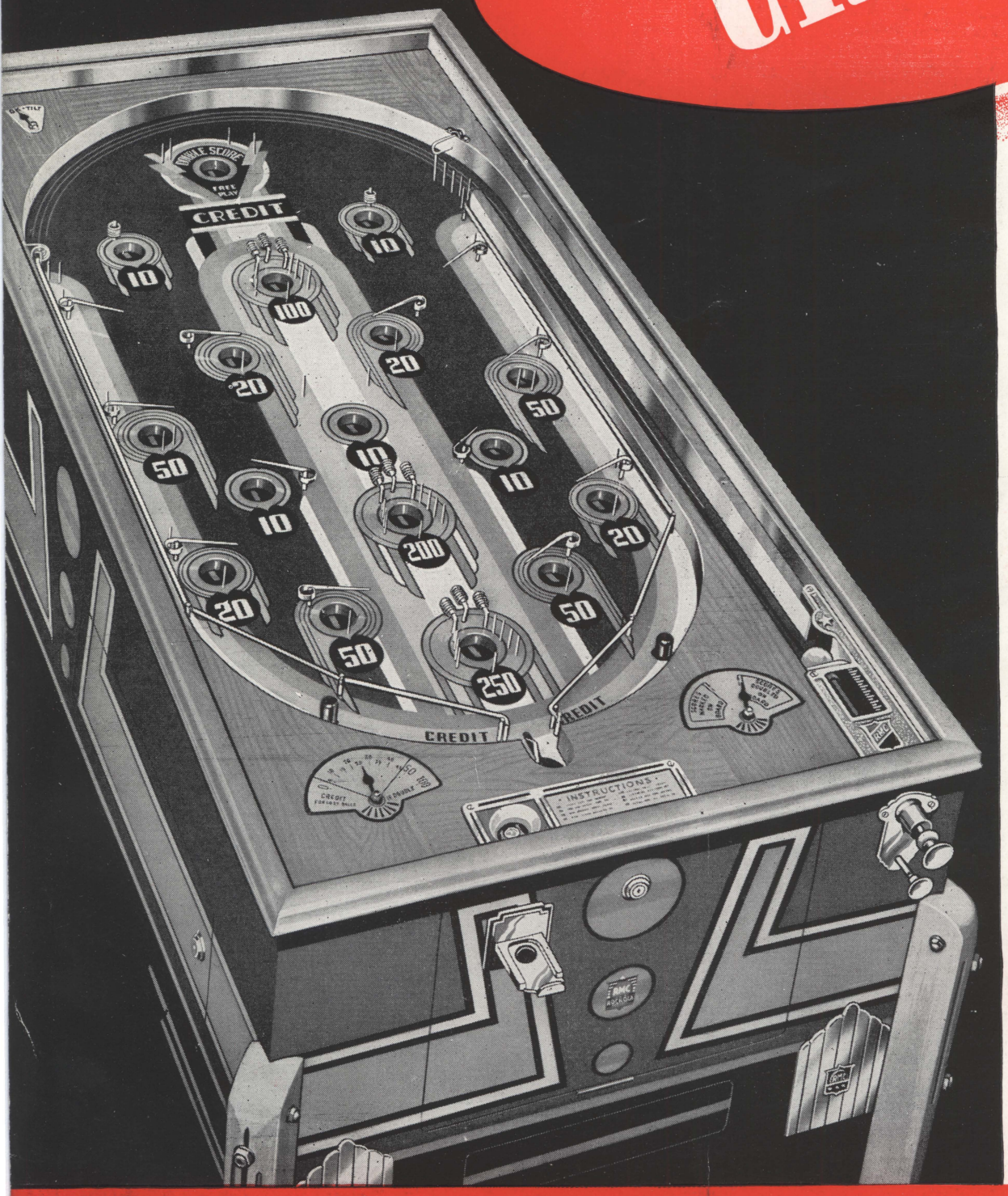


Entered as second-class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the Act of March 3, 1879

GIVE YOURSELF MORE CREDIT



RMC

THE BEST PAY TABLE BUY IN THE BUSINESS!

Experienced operators tell you. Distributors and jobbers tell you. Anybody will tell you that there isn't a better buy to be made in the business than ROCK-OLA'S CREDIT!

So give yourself CREDIT! More CREDIT! At the exceptionally low price of only $99.50, you can put a CREDIT on every pay table spot on your route—and credit yourself with some of the heaviest and steadiest profits ever taken out of a pay table!

See your ROCK-OLA Distributor for more CREDITS now!

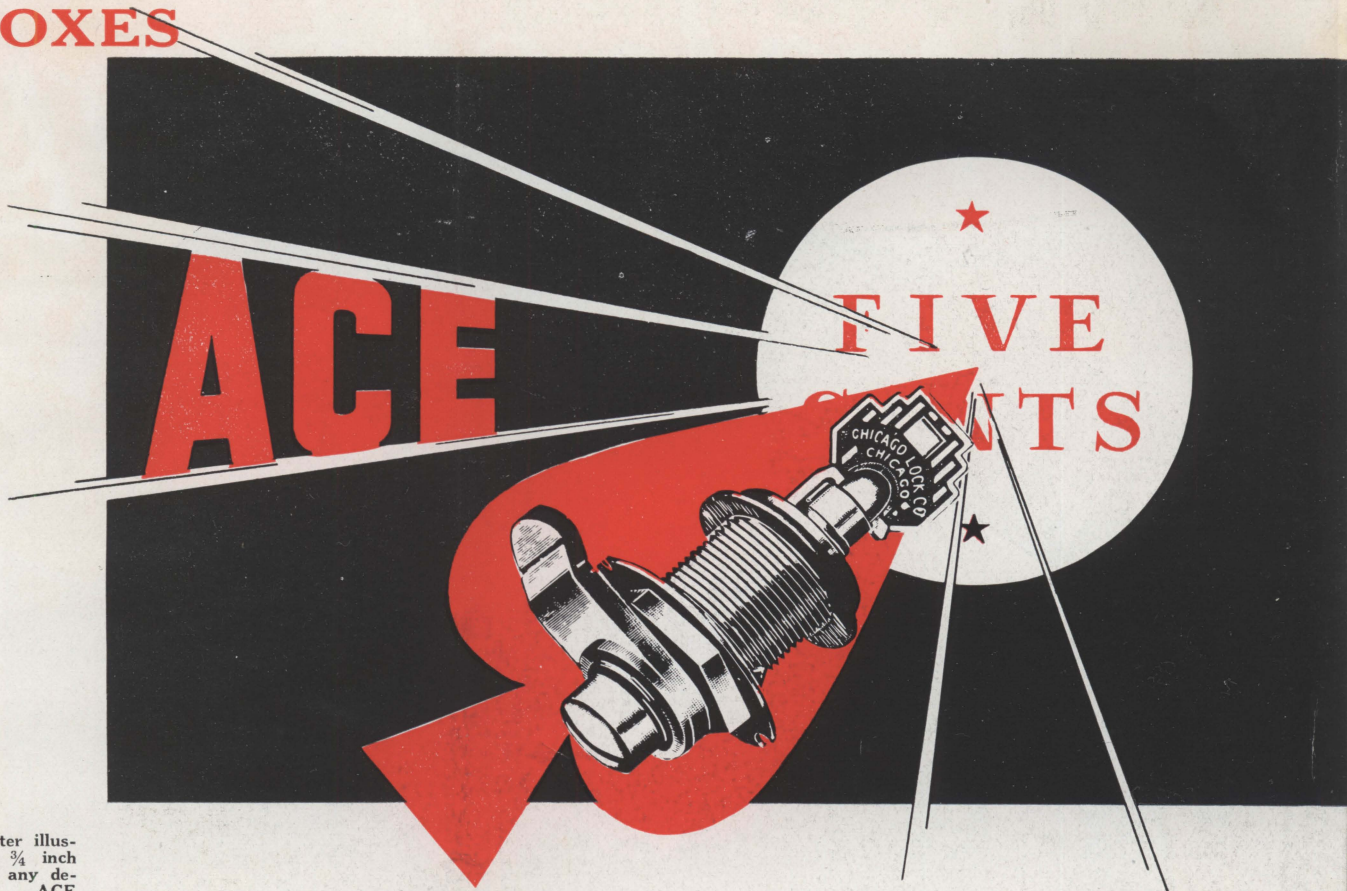
Only

$99.50

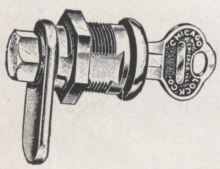
Mint Vendor $10.00
Ticket Unit $10.00

ROCK-OLA MFG. CORPORATION, 800 N. Kedzie Ave. Chicago, Ill.

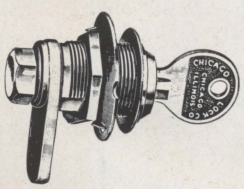
THE WATCH DOG OF YOUR COIN BOXES



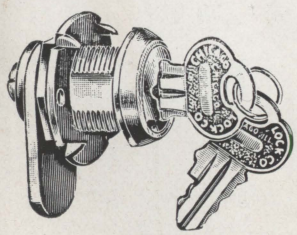
No. 4032 ACE LOCK (Center illustration actual size). Fits ¾ inch hole in panel. Can furnish any desired length. Round key . . . ACE pin tumbler cylinder.



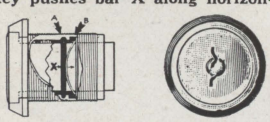
No. 2430 (Illustration ½ size). Double Bitted 11 tumbler lock. Diameter of cylinder ¾ inch. Face of cam to inside of escutcheon 13-16 inch.



No. 2795. Single Bitted 5 tumbler lock, illustrated ½ actual size. Steel cam secured with removable bolt for easy installation. A popular lock for coin machines.



No. 4244. Illustrated ½ actual size. Double Bitted. See Sectional view showing vertical double-locking bar X in locked position at A. Inserting proper key pushes bar X along horizontal slots inside lock barrel to position B allowing X bar to rotate in a circular groove, opening the lock. Cannot be opened, even when tumblers are in proper position, unless proper key is inserted ALL THE WAY.



making *your* NICKELS *Stay Put!*

Not just any lock is qualified for this acid test of coin box protection. Making nickels stay put until collection day requires the very best skill and ingenuity of the locksmiths' craft . . . and that is what goes into Chicago Coin Machine Locks.

We say you cannot buy more dependably secure locks anywhere. Chicago ACE locks, with the famous round keyhole, are commonly acknowledged as the "top" in safety, introducing an unequalled and entirely new principle in lock construction, with an unique tubular key that defies fraudulent duplication or substitution. (See center illustration above). For standard requirements Chicago Double Bitted and Single Bitted locks more than fulfill every expectation. Their quality is uniform. All parts are carefully made, accurately fitted . . . each lock a masterpiece in its class.

Insist on Chicago Locks on your next amusement machines, phonographs, vendors.

Write today for details and prices

CHICAGO Lock CO.

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Orchestrope

PRIZE-WINNING features

Thousand Dollar Tone - Unexcelled

Combined Program Holder and Multi-Selector

Remarkably Convenient and Easy to Play

Beautiful Cabinets - - Second to None

Roto-Lite - the Unique Color plus Action Feature, Increasing the Play.

No Other Phonograph Has All the Money-Making Features of the Orchestrope.

In any line of business, merit and fair, honest policies win. So in the field of coin operated music, more and more operators are lining up with the ORCHESTROPE and the Capehart Corporation. They are meeting all competition with the ORCHESTROPE, holding present locations, gaining desired new ones and making more money than ever before. You will eventually buy the ORCHESTROPE, so why not begin at once to enjoy the profits this phonograph will bring you. Our attractive proposition for operators mailed on request.

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Office and Display, 705 S. Ervay St., Dallas, Texas

THE CAPEHART CORPORATION, FORT WAYNE, IND., U. S. A.

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World's Largest Exclusive Manufacturer of Automatic Phonographs

"the phonograph with the thousand dollar tone"

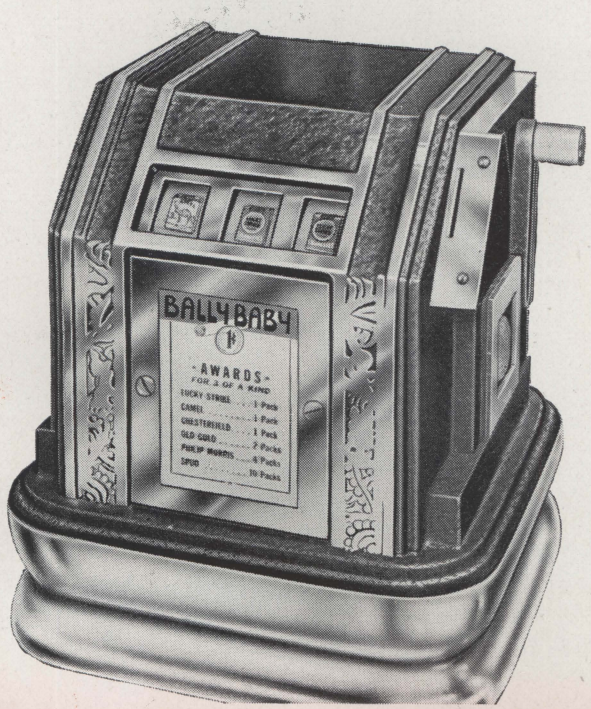
RCHESTROPE
MODEL M-I W

THE CAPEHART Orchestrope

"I earned $84.70 in 12 days with Bally Baby!"

EXCEPTIONAL you say? No. Just **typical** of the earning reports being received from BALLY BABY operators everywhere! This particular report is in our files and copies of it may be had on request. Another operator writes: "I am operating 48 BALLY BABY machines and I will truthfully say that it is the best investment that I have made in counter machines in many years."

Here's the reason for BALLY BABY'S high-powered and consistent success: When you buy BALLY BABY, you really buy **THREE** SEPARATE GAMES AT THE COST OF ONE—the biggest value in the coin machine business today! CHANGE from one game to another EASILY MADE IN 5 MINUTES—and all three games are sure-fire money-makers on any counter.



NEW NUMBERS GAME—based on Treasury Balance (or any number picked at random) is now smashing all records for earnings, due to tremendous appeal of 400-TO-1 ODDS.

PENNY CIGARETTE GAME shows full-color pictures of popular brands on reels and winners awarded in cigarettes. Fastest cigarette merchandiser on the market.

5-10-25 CENT TRADE STIMULATOR reels show various letters and spell out T-W-O, T-E-N, T-W-E-N-T-Y, etc., indicating odds—a novel, fascinating idea that gets plenty of repeat play.

If you haven't tried BALLY BABY, you're passing up a real chance at big, steady earnings—month after month, all year 'round. STILL THOUSANDS OF SPOTS WAITING FOR THIS POPULAR GAME—so get going now in your territory!

BALLY MFG. CO.

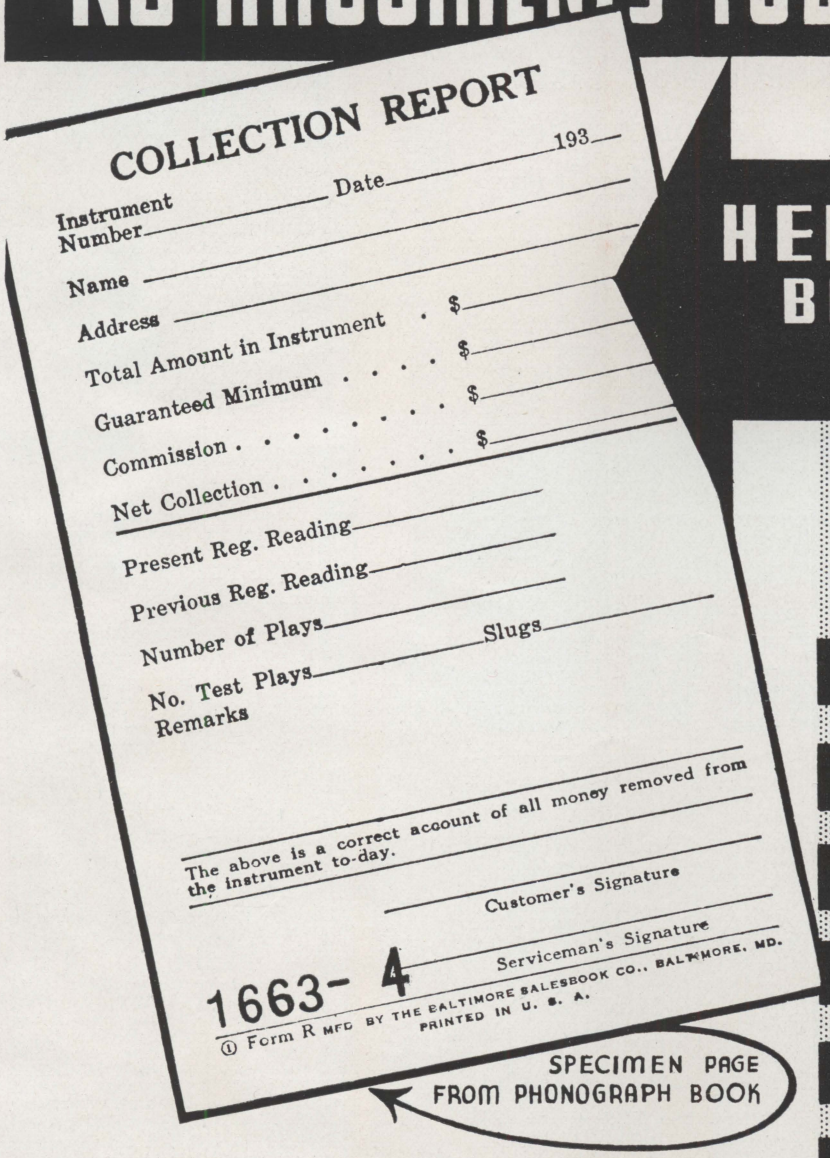
2640 Belmont Ave., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC.
Eastern Distributor, 453 W. 47th St., New York, N. Y.

3 MACHINES FOR $17.50

Price covers one machine, complete with reels, award cards and coin chute caps for 3 separate games. One-third with order, balance C.O.D.-F.O.B. Chicago.

"NO ARGUMENTS TODAY GEORGE"



COLLECTION REPORT

Instrument Number _____ Date _____ 193__

Name _____

Address _____

Total Amount in Instrument . $ _____

Guaranteed Minimum . . . . $ _____

Commission . . . . . $ _____

Net Collection . . . . . $ _____

Present Reg. Reading _____

Previous Reg. Reading _____

Number of Plays _____

No. Test Plays _____ Slugs _____

Remarks

The above is a correct account of all money removed from the instrument to-day.

Customer's Signature

Serviceman's Signature

1663- 4

① Form R MFD BY THE BALTIMORE SALESBOOK CO., BALTIMORE, MD. PRINTED IN U. S. A.

SPECIMEN PAGE FROM PHONOGRAPH BOOK

HERE IT IS IN — BLACK and WHITE

TRIPLICATE *Collection Books*
FOR ALL COIN MACHINE OPERATORS
CARRIED IN STOCK

- PIN GAME *Books*
- PHONOGRAPH *Books*
- SKEE GAME *Books*
- NUT MACHINE *Books*
- SALESBOARD *Books*
- SLOT *Books*
- DIGGER *Books*
- CIGARETTE MACHINE *Books*

CAN BE PURCHASED ECONOMICALLY IN SMALL QUANTITIES SEE YOUR JOBBER TODAY

THE MOST COMPLETE ASSORTMENT OF PRACTICAL COLLECTION BOOKS EVER OFFERED THE COIN MACHINE INDUSTRY. ENDORSED BY ASSOCIATIONS, MANUFACTURERS, LEADING JOBBERS AND THOUSANDS OF OPERATORS!

RECORD REQUEST PADS
A New Baltimore Sales Book Co. Development

Create increased business for your phonographs at practically no cost by letting patrons in your restaurant locations write down their record preference and "requests."

"The waiter hands them a record slip with the menu!"

In addition we can supply all **specially printed** styles of books. Send us sample for quotation.

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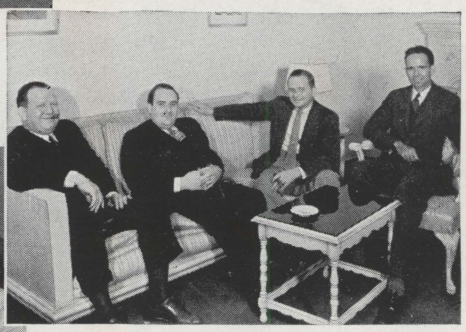
64 CARLOADS

Capehart Pays Pacific Coast 4 Day Visit. Operators Shower Him with Simplex-Phonograph and Skee-Ball (Reg. U. S. Pat. Off.) Orders Totaling $700,000

Homer E. Capehart, Vice-President of the Wurlitzer Manufacturing Company, proved the truth of the old adage, "Go West, Young Man," when on a flying four-day trip to Pacific Coast operators, he pocketed orders for 64 carloads of Simplex Automatic Phonographs and Wurlitzer Skee-Ball games. "There is only one reason for an experience like this," Capehart is quoted as saying. "Operators are out to make money. They know by experience that the Wurlitzer name on an instrument or a game is a gold-plated guarantee that it has the appeal that pulls in bigger profits."

Above: C. Walters, president and general manager of the Phonomatic Co., Los Angeles, signing an order bringing him a notch closer to his ambition to operate 10,000 Wurlitzers. Looking on while Mr. Walters signs the order in the presence of Mrs. Walters are W. E. Simmons, left, general manager of the Rudolph Wurlitzer Co. of California, and Homer E. Capehart.

Above: Arthur Osborn, Osborn Music Co., Los Angeles, signing an order for seven more carloads of Simplex Phonographs and two carloads of Wurlitzer's Skee-Balls. Seated, H. E. Capehart. Standing, Dwight Osborn, left, and W. E. Simmons.



Above: Capehart Visits Coast—tells the COIN MACHINE REVIEW of all that transpired during his flying trip. Left to right: Homer Capehart, Paul W. Blackford, editor and publisher of the COIN MACHINE REVIEW; W. E. Simmons, general manager of the Rudolph Wurlitzer Co. of California; and Elbert G. Thomas, advertising manager of the COIN MACHINE REVIEW.

Below: E. T. (Ed) Mape, head of the E. T. Mape Music Co., San Francisco, signing an order for 10 additional carloads of Wurlitzer-Simplex phonographs and 10 carloads of Wurlitzer Skee-Ball games, W. E. (Bill) Simmons, left, and H. E. Capehart.

Above: Mrs. Inez L. Anderson of Stockton, Calif., the only independent feminine operator west of the Mississippi. Looking on as she signs for a carload of Wurlitzer phonographs to add to her present string of 100 units are Homer E. Capehart, left; E. T. Mape, seated right, and W. E. Simmons, standing.

Left: In Homer E. Capehart's suite at the Hollywood Knickerbocker, left to right: Jack Gutshall of the P. & G. Amusement Co., Los Angeles; H. E. Capehart; Jack Pfeffer of the P. & G. Amusement Co., and W. E. (Bill) Simmons.

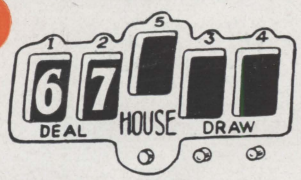
Above: Bill Nathanson, head of the L. A. Games Co., 2833 West Pico Street, Los Angeles, shown here handing H. E. Capehart an order for two more carloads of Simplex phonographs and five carloads of Skee-Ball games. Left to right: W. E. (Bill) Simmons, general manager of the Rudolph Wurlitzer Co. of California; Al Leigh and Miss Ethel Hooper of the Wurlitzer California staff; Bill Nathanson; H. E. Capehart; and Tom Catana, popular Wurlitzer operator.

Right: Scene at the Los Angeles office of Mohr Brothers, 2916 West Pico Street, as Mac Mohr orders 10 carloads of Wurlitzer SKEE-BALL games and seven additional carloads of Wurlitzer-Simplex phonographs. Left to right: Major Mohr, Homer Capehart, the Wurlitzer Model 35 Jumbo, Mac Mohr and W. E. (Bill) Simmons.

SHOWING REEL "21" ... in Action!

Shows reels after coin has been inserted and the handle pressed all the way down.

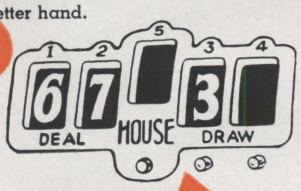
1



The two reels showing are actually the first two cards dealt the player. He starts with a "13 hand".

Player presses button under Number 3 in try for better hand.

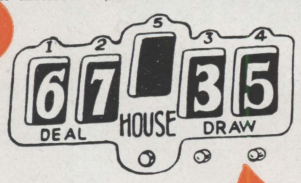
2



He gets a 3 which gives him a total hand of 16.

Player still wishes to continue and presses button under Number 4 reel for his last card.

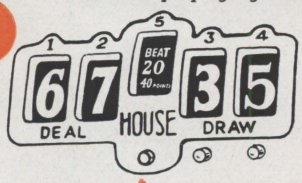
3



He gets a 5 which gives him a total hand of 21 — the limit.

Player now presses button to see "House" hand — the hand he is playing against.

4



Player WINS! He beats 20 — getting 40 times his investment.

IMPORTANT!

It is not necessary for player to "draw" all his cards. He may wish to "stay" after his third card. But, once he pushes button to open "House" shutter — HE CANNOT DRAW ANY FURTHER CARDS! All other shutters LOCK AUTOMATICALLY! If player "draws" over 21 it's a "bust" and his hand is cancelled.

REEL "21"

the THRILLING "OLD ARMY GAME" of "BLACK JACK" played "ACCORDING TO HOYLE"

THE fastest AND MOST interesting GAME IN THE WORLD

Everyone likes "21"

● In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or "House". The "House" hand and Awards CHANGE WITH EACH PLAY—the same as in real "Black Jack". 4-Way Play—1c—5c—10c—25c offers the player odds ranging from 2 to 1 up to 100 to 1. Reel "21" is the LONG-LIFE counter game you need!

RUSH YOUR ORDER NOW!

$23.75 TAX PAID

4 WAY PLAY

1¢ • 5¢ • 10¢ • 25¢

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AFTER CONTINUED SUCCESS

Sunshine Derby and Daily Races Round
Out the Year With THREE WINNERS

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HIT PARADE
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GET AND HOLD THE

BEST LOCATIONS!

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WURLITZER SIMPLEX

Automatic Phonograph

The smart spots—the live spots—the money-making spots are all turning to Wurlitzer-Simplex Phonographs for the magic music that pulls the big crowds.

And, Wurlitzer-Simplex Operators are cleaning up!

Wherever installed, the beauty and tone of the Simplex makes it the center of attraction—means a never-ending parade of profits for the operator.

If you want to get and hold the big locations; the busy locations; the best locations—let the experience of America's most successful operators be your guide. Operate with the WURLITZER-SIMPLEX.

THE RUDOLPH WURLITZER MANUFACTURING COMPANY
NORTH TONAWANDA, N. Y.

Sold Only to Operators

The WURLITZER-SIMPLEX

MOST POPULAR MODEL—BEST SUITED TO MOST PLACES

Above Illustration is Model 400

Robinson-Patman Act Now in Effect

Manufacturers, Distributors, Operators ---Stop, Look and Listen

By W. C. Dillon

THE penalty for violation of the Robinson-Patman Act is a fine of $5,000, or one year's imprisonment, or both. The buyer, as well as the seller, is liable under the act. Besides, any person injured can get treble damages. Obviously, therefore, this act cannot be laughed away.

The lead up to this present act to prevent price discriminations had its inception with the passing of the Sherman Anti-Trust Act July 2, 1890. During a period of 24 years, it was found that this act did not accomplish its purpose and additional regulatory measures were passed known as the Federal Trade Commission Act on September 26, 1914, followed by the Clayton Act, October 15, 1914. Under the act, all business was placed under the watchful eye of the Federal Trade Commission.

The Clayton Act made it unlawful "to discriminate in price between different purchasers . . . when the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly." The Robinson-Patman Act evidently was passed to give the Clayton Act more "kick." With it there is a tightening of the definition of "price discrimination" and the consequences of violation. The latter run in two directions. There is a "civil" section, violation of which is actionable in the form of a "cease and desist" order by the Federal Trade Commission, and a "criminal" section, which subjects the violator to a fine of $5,000 as covered above, and imprisonment. The same offense may entail both civil and criminal penalties.

WHEN THE INCOME TAX LAW was passed, Mr. John Citizen little realized the dynamite it contained for him if he did not inform himself about it and follow its instructions, as can be attested to by thousands of men as well as Al Capone. The time to check up on this new Robinson-Patman Act is now—not after you have been stowed away in the Dog House by it.

Slowly sinking into the consciousness of American business is the feeling that the Robinson-Patman Price Discrimination Act (which is the amendment to section 2 of the Clayton Act) will be revolutionary to business and possibly far more disturbing than the N.R.A.

From an early belief that the effect would be small has come the conviction that the new measure will reach down into the buying and selling operations of every manufacturer, wholesaler and retailer (chain and independent alike), and that it will result in a vast upheaval of our entire distributing system.

By way of background, it may be stated that the law expresses in concrete form a discontent of the smaller distributor that has been growing with the years. In it is crystallized a deep-seated anger against preferential price policies—rebates—extra trade discounts—advertising allowances—mass buying concessions, etc., that have made the path of the smaller distributor a bitter road indeed.

THE ACT WAS NOT AN ACCIDENT. Statements by our political leaders, since it was passed are to the effect that it is more likely to be strengthened than repealed: more likely to be followed by other attempted legislation even more inclusive in its scope.

THE HEART OF THE ACT may be briefly outlined as follows:

1. All persons who buy or sell commodities in interstate commerce are subject to the prohibitions and penalties of the act. Commodities embrace all those that are sold for use, consumption, or resale within the United States and its territories.

2. The act declares it to be unlawful (a) for a seller to discriminate in price between different purchasers of goods of like grade and quality, or (b) for a customer knowingly to induce such discrimination, where the effect may be to substantially lessen competition. The criminal elements enter in knowingly participating as buyer or seller in a price discrimination that is designed or tends to blight the competition that the buyer or seller, or their customers, would otherwise have. Sales at a discriminating price, deliberately calculated to eliminate the competitor of the seller or buyer, furnish an example for the invocation of this provision.

3. The price discrimination clause has, like most laws, a train of exceptions. Here are the important ones:

(a) The sale of large quantities at a lower price unit than that established for smaller quantities, is permissible, but the differential must be promised solely on the difference in cost of dealing with quantity sales.

(b) Price differentials and discounts may also be made by reason of factors other than quantities, such as "differing methods" of selling or delivering, again provided the differentials are supported by differences in cost (or as the act says, not in excess of "due allowance" for cost differentials).

(c) Price changes may be made to reflect changing market or marketability conditions, such as distress sales under court order, imminent deterioration of perishable goods, discontinuance of business, etc.

(d) A "good faith" clause makes it possible for a seller to meet an equally low price of a competitor.

4. The exception for quantity discounts in turn has an exception, namely, where the Federal Trade Commission finds that available purchasers are so few that the differentials become discriminatory and promote monopoly.

5. To prevent beating the price feature, it is declared unlawful to pay brokerage or to make advertising allowances or to pay for services or facilities furnished by selected customers in connection with the processing, handling or sale of the commodity, or to provide them with special services not accorded to all pur-

chasers on proportionately equal terms.

6. The inhibitions run generally against both buyer and seller, and it is specifically provided that a purchaser is in violation of the law, if he receives a commission or allowance that in effect is a price rebate.

7. The act levies no tax of any kind, nor does it require the filing of any reports with the Federal Trade Commission. It is not a price-fixing measure, nor is it designed to require the maintenance of the resale price.

"No UNFRIENDLY LOW price can be quoted to destroy competition." This is hopefully aimed at loss-leader retail selling heretofore regarded as an intrastate function. It therefore goes beyond Section 1, which specifically covers interstate business and is one of the arguments which the bill's opponents brought forth in questioning its constitutionality.

Under a section of the law, it is quite clear that the Federal Trade Commission is given authority to initiate investigations; a brand new authority.

A favorable point is that nothing contained within the law shall prevent persons engaged in selling goods, wares, or merchandise in commerce from selecting their own customers in bona fide transactions not in restraint of trade.

The foregoing is far from a complete analysis, but it brings to light these important factors: The act leaves anyone who wishes to do so, entirely free to sell to all customers at the same price regardless of differences in cost, or to grant such differentials as are justified by differences in cost. While sellers may not discriminate, they may charge different prices in different communities to persons who are not competitors. The seller may give advertising allowances to stimulate trade in one community but this does not require him to give an identical or a proportional advertising allowance to a customer in another community who is not in competition. Discriminations without limit **are** permitted when made in good faith to meet competition. Furthermore, sales abroad are not affected by the act.

SUGGESTED COURSE OF PROCEDURE. The statute is on the books, the burden is on the accused and he must prove his innocence, business must, of course, respect it, or chance the consequences. Prudence would seem to dictate procedure geared along the following lines:

1. The maintenance of a sound cost system as the supporting basis for differentials, and the means of successfully resisting unwarranted attack. The utmost care to be exercised in obtaining and maintaining the most accurate kind of cost records. Costs are the determining factor and with an intelligent cost foundation, one at least knows when merchandise is offered at a loss or at a figure which cannot or will not be duplicated under identical conditions elsewhere as is required by the Patman Act.

2. Adherence to a price and general distribution policy that in good faith attempts to comport with the spirit of the act. Intelligent adherence to the act is far from incompatible with practical business sense. The problem of good faith compliance with the act will furnish sufficient intellectual entertainment during the period in which the doubtful questions, both economic and legal, are being resolved, without resort to those mental contortions made necessary to comply with the letter, but to void the spirit of the act.

OF QUESTIONS BEING ASKED regarding the act one in particular is "Does the Patman-Robinson law apply to contracts in existance at the time the law was signed by the President?" The answer of Mr. I. W. Digges, a nationally known attorney of the New York bar, is a decided NO. Quoting "The Constitution of the United States, under the due process clause, prohibits Congress from invalidating contracts which were void when made, unless some overwhelming consideration of public policy demands that they be voided." There is no such consideration here. By way of illustration: John Jones, a manufacturer, on June 18, 1936 (one day before the law became effective), contracted to sell to Harry Smith, a retail merchant, a barrel of staples, to be delivered June 25, 1936. There was a pseudo--advertising allowance involved. Richard Brown, a competitor of Harry Smith, on June 20, 1936 (one day after the law became effective), learned of the contract between John Jones and Harry Smith, and asked for the same deal. John Jones refused. He was within his rights in doing so. On June 26, Harry Smith, having disposed of his barrel of staples, purchased another barrel of staples on the same terms as the one purchased on June 18. Richard

LEE JONES OF AMERICAN SALES COMPANY, CHICAGO, SUBmits this picture of Bally-Roll, manufactured by Bally Manufacturing Company, to show how easy it is for the average drug-store to accommodate a machine of this type. Al Sebring, well-known Chicago operator who placed the machine, says, "The druggist hesitated at first, but now he is glad I talked him into letting me have some space. The machine is in the light-lunch section of the store. Formerly when patrons found all the tables occupied, they sometimes walked out. Now they play Bally-Roll, while waiting for a table—and work up an appetite that adds a dime to a quarter to their usual check!"

Brown, who has a way of finding out these things, then applied for equal treatment. He is now entitled to "proportionately equal" consideration.

It is not difficult to believe that in some quarters the desire to be rid of an onerous contract which the merchant or manufacturer did not want to make in the first instance is father to the view that the contract has been voided by the act.

WHO IS TO ENFORCE ACT?—There can be no simple answer to that question. The Federal Trade Commission, of course, will proceed to investigate those cases in which complaint has been made to the Commission. The Commission, however, is not a court, and cannot fine or imprison offenders. It has authority merely to issue orders to cease and desist, and when such orders are not obeyed, to take the case to court and ask the court to supplement its findings with a court order.

The institution of criminal proceedings falls within the scope of authority of the Attorney General of the United States. The Attorney General, one of his assistants, or a Federal district attorney, is the appropriate officer to institute penal proceedings in the name of the United States.

A SIMPLE FORMULA by which transactions may be tested as to their legality under the law, under which it is believed "there can be no violation (1) unless competition is affected, (2) unless interstate commerce is affected, (3) where the discrimination is merely an exercise of the right to select customers and refuse to sell to others, and (4) where the goods are not of the same grade or quality." This applies to the first of the four sections of the act. In the case of the most important section, that is, the third which construes certain practices as criminal, extensive clarification is required.

CO-OPERATIVES. Section 4 states: "Nothing in this act shall prevent a co-operative association from returning to its members, producers, or consumers the whole, or any part of, the net earnings or surplus resulting from its trading operations, in proportion to their purchases or sales from, to or through the association." The effect of this provision, it is stated by many, may be to drive the chain stores into a consumer co-operative setup. It might well be the jumping off place in the Administration's alleged program to popularize the consumers co-operative in America.

A SHARP DECENTRALIZATION of industry seems inevitable under the act if the letter of the price discrimination is upheld by the Federal Trade Commission and the courts. Relative to prices, any delivered prices must properly and impartially reflect transportation charges to more remote sales territories. They must be quoted f.o.b. factory or point of shipment. Thus it no longer becomes possible for a New York manufacturer to meet the prices of a factory here by absorbing a part of the transportation charges into middle western territory. Nor can Chicago do likewise to meet the competition in Louisiana of some New Orleans corporation. Each firm can, it is true, meet competition of this type by lowering base prices, but these must be available alike to the purchaser at home and in the more remote sales zones where there is competition. To do otherwise is to discriminate. Should the courts sustain Section 3, any corporation wishing to sell more distant customers in a competitive territory will have to open a branch factory to do it. Therein lies the lever for a rapid decentralization of industry.

The enforcement process under this law will undoubtedly be slow. Until the courts have interpreted some of the doubtful points, it is hardly possible that either the Federal Trade Commission or the Department of Justice will attempt any wholesale prosecutions. However, the first investigation of the first alleged violation of the Robinson-Patman law IS under way. The inquiry is in the hands of an able attorney of the Federal Trade Commission, schooled in experience and in administrative law. It will be interesting to note the Commission's findings.

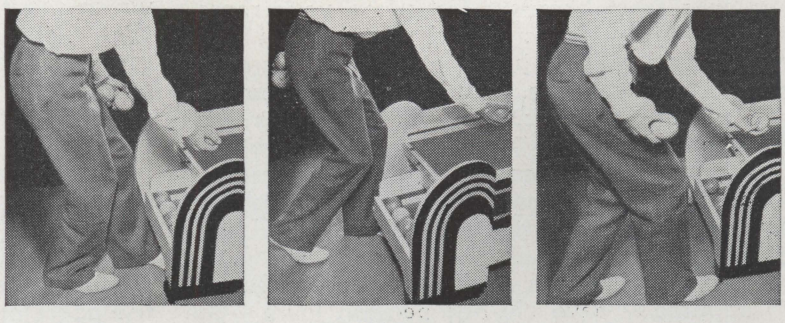
Survey Shows Various Bally-Roll Stances

"Bally-Roll design and construction," according to Jim Buckley, general sales manager of Bally Manufacturing Company, "is particularly accommodating to the various different stances assumed by 'roll' game enthusiasts. Two of the many stances revealed by a survey just completed are described below.

The toe-hold, which we anticipated when we cut out the front of the Bally-Roll base to permit players to snuggle their foot under the machine. The Side-Attack, in which player stands to the right or left of the machine, depending on whether he is a 'south-paw' or right-handed. This is a favorite stance, yet only Bally-Roll's narrow side-rails permit this stance to be used with comfort.

"Incidentally, this narrow side-rail also permits the widest actual bowling surface without adding an inch to space requirements. The wide alley and wide target give greater action and skill appeal and partly explain the tremendous popularity of Bally-Roll.

"Our already tremendous production," Jim added, "is being stepped up every day, and Bally-Rolls are going out by the carloads. Bally has always had a reputation for getting into action quickly—and Bally-Roll is no exception. Operators and jobbers ordering Bally-Roll are getting regular daily shipments and are thus able to start getting 'roll' profits without delay."



"TOE-HOLD" STANCE ILLUSTRATED AT LEFT. THE OTHER two pictures show right-handed and left handed "Side-Attack" stance. Jim Buckley, general sales manager of Bally Manufacturing Company, says Bally-Roll is specially designed for these popular "roll" game stances.

AUTOMATIC WORLD

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AUTOMATIC WORLD PUBLISHING CO.
An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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The National Magazine of the Coin Machine Industry

A TIMELY TOPIC FOR THE OPERATOR TO STUDY

State legislatures will be convening within the next few months, and the coin machine business will come in for its usual attention. One does not need to be a business or political prophet to say laws will be proposed going all the way from a moderate tax to absolute prohibition of all but merchandising machines.

It is none too early, therefore, for coin machine operators to begin thinking about what they want and how to go about placing their wants before the law making bodies of the several states in the most impressive manner. Up to this point every reader of AUTOMATIC WORLD—in fact every operator of any class of coin machines will agree.

Perhaps most of us will agree further that there must be some concert of action, some unanimity of purpose before anything can be accomplished. Whether we acknowledge it or not, it is a fact, nevertheless. It must be clear to anyone giving the subject a moment's thought that unless and until the operators come to a common understanding of their needs they cannot hope to make themselves heard at their state capitals.

The first need of marble board operators, as most of them see it, is legal recognition. As we view it, that can come only in one way—through tax legislation. No legislator is going out of his way to propose a law authorizing the playing of games on marble boards. But when your representative's attention is called to the fact that marble board games are just another kind of amusement and ought to be taxed like other amusements, such as theaters, shows, etc., he may become interested.

Really, he should become intensely interested in times like these when every source of probable income to state governments is being studied. Under the Federal Social Security Act most of the states are seeking ways of co-operation and some of these already have old-age pension laws. Besides, there are other new expenses of state governments. How reasonable that marble board operators should be willing to be taxed for their share in these expenses.

We believe that as a rule the operators are willing to share the tax burdens of their states, though when the matter of the amount of the tax is raised differences of opinion arise. Our plea is that the operators come to an agreement on this part of the question or leave it up to the legislatures to write a fair tax law. Our big point is to show our representatives that we operate a business of amusement and entertainment and not a gambling device. The theater or other place of amusement which offers a prize is not outlawed as a gambling house, nor is this rule applied to a store or factory. Why, then, single out the marble board operator? One who plays it gets his nickel or penny's worth of amusement whether he wins a prize or not. No one asks for the theater or store to be closed because he fails to draw a lucky number. Why should he not have the privilege of amusing himself with a marble board, if he chooses?

SPONSORS NEEDED FOR A WORTHWHILE MOVEMENT

In a former issue of AUTOMATIC WORLD we discussed the need for a united campaign on the part of the marble board branch of the coin machine industry to break down the growing prejudice against the operation of marble boards.

Time has been allowed for an exchange of views among those directly interested, and it is apparent that among manufacturers, distributors, jobbers and operators the opinion is almost unanimous that this proposition presents an opportunity for some very constructive and worthwhile work.

No one who has been identified with the coin machine business for any considerable length of time can fail to realize the growing sentiment of the public against this form of amusement. If this were not true, it would be comparatively easy for enough votes to be mustered in any state legislature to enact a tax law legalizing marble games as a form of amusement. Or, to state it another way, if the public had been properly informed the past three or four years, members of the various state legislatures would not be afraid to vote for a reasonable tax on amusement machines.

Of course, there are difficulties to be overcome and many details to be worked out before such a campaign of education can be mapped out. And quite likely some money may be wasted. But, how much has already been wasted in fruitless legal battles and apparently workable schemes which fell flat! It would be too much to expect that even a continuous publicity campaign could ever remove all prejudices against the operation of amusement machines, but whatever prejudice might be broken down would have a far-reaching effect. It would increase the playing of such machines more than enough to pay its cost and would have a great influence on legislation.

If such a campaign of education is ever undertaken, it must have the combined support of the manufacturers, the distributors, the jobbers, and the operators. It should be initiated, perhaps, at a national meeting, such as the Chicago show, and passed down to state and local associations.

Its expense would necessarily have to be borne by all members of the industry. It could be

equitably prorated in proportion to the benefits and financial ability of the various branches and members of the industry. Evidently a very large share of the expense would fall on the manufacturers, with the distributors coming next. These and the jobbers and operators should all pay in proportion to their annual volume of business.

For the reason that the manufacturers would be the heaviest payers, the movement will, quite likely, have to originate with them, if it is to have any chance of being organized. So, after all, it must be referred back to them to sponsor the movement and set plans for its organization.

In reviewing the subject may we not suggest that publicity has performed wonders in many other industries and the opportunities in the coin machine industry is more promising than it was in some others. Remember, too, that most of the money spent so far in efforts to secure better conditions has been almost a total loss.

NEW ELECTRIC MARKER AVAILABLE

The Ideal Electric Marker, a new and inexpensive portable tool, for marking on practically any material, whether metal or non-conductor, is announced by the Ideal Commutator Dresser Company, 1350 Park avenue, Sycamore, Ill. Legible and permanent records can be quickly, easily and safely made on all metals and their alloys; on dies, tools, plates, sheets, shapes, rods, forgings, castings, pipes, equipment; and also, on glass, pottery, ceramics, hard rubber, bakelite, plastics, fibre and similar materials.

Its uses include: Writing owner's name on tools or equipment to prevent theft; writing manufacturer's name, price, stock number or trade name on name-plates, glassware, test tubes and other products; identifying parts in store rooms; writing company name, sizes, etc. on tools in the tool room.

The instrument is "handsize," 6¾ inches overall, weighs 2 pounds, and is as easily handled as a pencil or crayon. It requires no cabinet, auxiliary controls, rheostats or transformer for operation. The point does not stick into the marking surface. It makes permanent lines, cut right into the surface, that cannot be removed by ordinary wear and tear of handling.

The Ideal Electric Marker operates on 110 volt 60 cycle A.C. and consumes approximately 75 watts. It can also be furnished for other standard voltages and frequencies. The unit comes complete and ready to use, has a six-foot cord with plug and on-off switch. Each Electric Marker is regularly supplied with a hardened point for working on all materials including hard steel or similar products.

BLOCKING THIEVES

Due to the quick turn over in coin machine swiping operations, thieves are constantly on the job after them.

Stealing a car or truck containing coin operated machines or removing them when the car is parked is a common practice, but it is being prevented now through the installation of an automatic electric operated alarm system that operates a special siren when an attempt is made to enter the car, to raise the hood or open a luggage compartment. The system is turned on and off by a pick-proof lock.

Included with several hundred

MODEL "M"
"The Popular Peanut and general confection Vendor of the Southwest"—furnished in beautiful light green porcelain finish. An attractive machine that will show unusually large profits per dollar invested.

A PROVEN MONEY MAKER

Why gamble pioneering with Vendors of untested ability when you can select a Proven Money Maker.

"COLUMBUS" Model "M" is a real profit producer and like all "COLUMBUS" machines, can be thoroughly cleaned and serviced on location in a few minutes without the use of a single tool or wrench—a time saving feature which is particularly profitable to operators in the Southwest where routes are large and sometimes scattered over wide areas.

Follow the experience of successful operators and add "COLUMBUS" Models "M" to your route. You'll be surprised at the minimum servicing time required and the EXTRA business they attract.

Write today for complete descriptive folder.

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"THE OPERATORS FRIEND"

P. O. Box 851—Phone 2-8648

1414 E. Lancaster FORT WORTH, TEXAS

firms in Chicago and elsewhere who have had their fleet of cars and trucks equipped with the system during the past five years, many of whose cars have been saved from attacks during this time, are some of the following coin machine companies: Rex Novelty Company. Empire Cigarette Vending Co. S. Bloom Co. Illinois Cigarette Vending Co. Ace Vending Company. All of these are of Chicago. The Smoketeria Importing Company at Indianapolis.

The alarm protection is manufactured by the Auto-Matic Alarm System, whose advertisement is in this issue.

PHONOGRAPH OPERATORS!

Order Your Needles From Us and Save Money and Time

DISTRIBUTORS

For Velvetone 2000 Play Needle, lots of 10—35c each.

DURA-POINT, 10 or more, 40c.

We use these needles exclusively on more than 300 phonographs.

The Perfect Key Ring, 3½ inch—35c Each Net

Mid-West Novelty Sales Co.

812 West Broadway

MUSKOGEE, OKLA.

TULSA, OKLA.—404 W. First St.

VAN BUREN, ARK.

CHISELERS

By LETTIE H. WITHERSPOON

The chiseler has a cutting personality. He supports himself by cutting sharply into other people's profits.

▪

If your rival should chisel in,
And into your profits cut,
You'd be foolish to take it on the chin,
And fail to show him what's what.

▪

A Smithville sculptor has picked up quite a bit of business by chiseling women. To say the least, he cuts many beautiful figures.

▪

Hope he didn't get started by chiseling in on his creditors.

▪

It was not so well with that Teeterville dentist caught chiseling by selling his customers false teeth.

▪

That was a naughty Chink who made those chinks in his rival laundryman's business.

▪

A chiseler, with a heart of flint,
Will put your business on the bum,
And into your profits make a dint,
Almost driving you to rum.

When a certain racketeer chiseled in on that poor shoemaker's business, offering his protection, all the poor fellow had left was his LAST.

▪

But the blacksmith gets ahead by chiseling.

▪

While a certain Westside wife explained that she always cut her husband's cigars in two in order to have twice as many, thus chiseling down expenses.

"KNOCK KNOCK" BOOSTS BALLY BABY GAME

"Knock! Knock!"
"Who's there?"
"Gladys!"
"Gladys who?"
"Gladysent for that sample Bally Baby!"

The above is the beginning of a clever letter recently mailed to jobbers by Bally Manufacturing Company to broadcast new earning reports on Bally Baby, said to be the world's smallest coin machine. Actual collection records are included with the letter, showing $84.70 net profit, operator's share, in 12 days with one Bally Baby machine.

After quoting these figures, the "knock-knock" letter urges the jobbers to "knock, knock the news about Stella to your trade—Stella a flock of locations waiting for this mighty molecule of money-makers" and closes with the warning to "order at least a sample for display, before the boys start "knock-knocking" you about Ida!" And for the answer to "Ida who" just drop a note to Herb Jones, Bally's advertising manager.

Bally Baby is furnished with three sets of interchangeable reels, card, etc., enabling operators to change from penny cigarette game to 5-10-25 cent trade stimulator or 400-to-1 daily numbers game. The machine is said to be very easily placed, due to the fact that it requires only 5 inches by 6 inches of counter space.

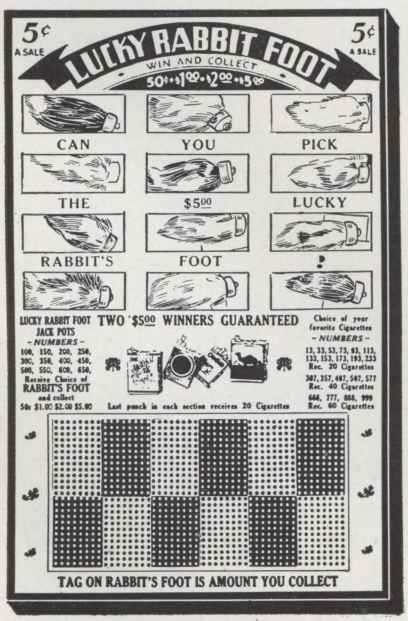
PAUL JONES SELLS

Jefferson City, Mo.—Paul Jones this week announced the sale of his Operator's Amusement Company of Jefferson City to W. H. "Billy" Mueller, veteran Missouri theatre operator. The change of ownership is effective at once.

Jones, who quit selling insurance four years ago and started with a small string of pin games, had developed the Operators Amusement Company at Jefferson City to a large

Here's a Board That Speaks Everybody's Language--Get Lucky! Operate LUCKY RABBIT'S FOOT Boards! $18.13 Your Share of Profits on a 50-50 Basis

Men and women—rich and poor—young and old—from the shoeshiner on the corner to the big business man—they're all eager to win one of these age-old lucky pocket pieces! Whether or not they believe in the power of luck, they get a kick out of showing their rabbit's foot to their friends. THAT'S why this board is an overnight sellout in almost any location.



HOW IT WORKS . . . The twelve RABBIT FEET are sealed behind visible windows. Player who hits a winner on the board has choice of any RABBIT'S FOOT—and wins amount indicated on tag attached. Amount cannot be seen until seal is broken and RABBIT FOOT removed—insuring plenty of suspense and desire to punch and punch for one of these lucky pieces.

44 Winners—1200 5c Sales—Takes in $60.00

12 Rabbit feet pay out $17.00, as follows: Two $5.00, one $2.00, one $1.00, eight 50c. Board also pays out 45 packs of cigarettes, including 1 pack for last sale in each section—to insure complete sell-out.

A Fast Action Step-up Board

Quantity Price $3.50 EACH. WE WILL GLADLY send one sample board to Jobbers and Operators only at above quantity price.

Terms: Cash with order—or 25 per cent with order—Balance C.O.D.

LUCKY RABBIT'S FOOT will bring you LUCK—if you get started NOW before somebody else beats you to it!

CHARRIS SPECIALTY CO.

FREE catalog of our profit-producing deals sent on request—write today.

179 West Washington—Dept. C-1

CHICAGO, ILL.

We Do Not Solicit Business Direct From Retail Merchants

scale, dominating the pin game field here. In selling out here, he likely will become associated with his brother, Roy Jones, a successful Dallas, Texas, operator.

The Operator's Amusement Company, sells new and used equipment and its principal lines include the Bally and Pacific Amusement Company products.

BALLY ANNOUNCES NOVELTY GAME

"A light-up pin game that does everything a payout game will do, except pay out." That's how Jim Buckley, general sales manager of Bally Manufacturing Company sums up Lights-Out, Bally's new non-payout novelty game.

"Lights-Out," Jim explained has a light-up totalizer (or, rather, a light-out totalizer), a light-up changing odds award card, light-up automatic ball count and light-up anti-tilt. The storekeeper is, therefore, able to check every game completely without interfering with his duties behind the counter.

"As to play appeal, Lights-Out has been tested on—not just two or three locations, not just a few hundred, but actually on thousands of spots from coast to coast. By that I mean that Lights-Out has the same fascination as the 'shut-out' dice game, which is rapidly replacing Indian dice, 26 and other counter games, and is now sweeping the country like wildfire. Due to the popularity of this game, players greet Lights-Out like a long-lost friend, and the skill element makes the welcome especially warm.

"Another reason why Lights-Out is making such an immediate hit on location is the fact that it is easy to understand—a simple, straight-forward game that needs no complicated instructions. Player merely shoots balls in pockets to put out as many lights as possible with each ball. From 1 to 4 lights can be extinguished on one ball, and as soon as all nine top-row lights are out, player stops shooting. Odds change every game, and awards depend on number of balls played—the fewer the balls the higher the award.

"Due to the fact each game requires only from 4 to 8 balls, play is greatly speeded up, which explains why Lights-Out is actually competing with many old style payout games. And in non-payout territory Lights-Out is reviving dead locations by the hundreds."

VIEW OF TED STONER (IN WHITE SHIRT, JUST TO THE RIGHT OF center of picture), as he officiated at the business end of the Stoner Food Truck, headline attraction during the recent Stoner "company picnic." Over 500 employees, friends and families were in attendance. In the background are seen several girls from the Stoner office, assisting in serving food. Ted disposed of his share of pies, sandwiches and coffee, too.

STONER PICNIC GALA EVENT

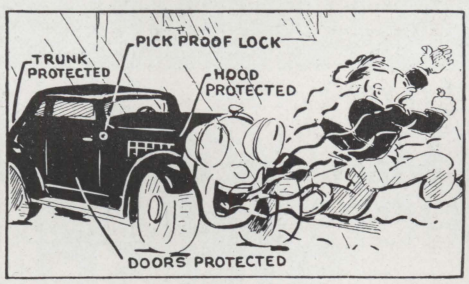
More than 500 employees, their friends and families, enjoyed a festive holiday recently, when the Stoner Corporation sponsored a company picnic, staged in grand style in the forest preserve near Warrenville, Ill. Mrs. M. H. Stoner, Mrs. Ted Stoner and Mrs. Harry Stoner officiated as congenial and charming hostesses. The day's activities included water polo and swimming in a nearby lake, a fat man's race, pie eating contest, women's rowing and running races and a ball game and other events that kept something happening every minute from midmorning until sundown. Cash prizes were awarded to all winners. The keen competition brought out the very best that the contestants had in them.

Harry Stoner was on hand with his movie camera, taking pictures of the thrilling water polo game, played with such zest and enthusiasm that the sticks were finally broken, with both teams claiming high honors. Ted Stoner surprised his friends no little by outdistancing all competition in the fat men's race, while Dad Stoner looked on, encouraging him with a series of loud bronx cheers. Harry was among the "also rans" here, but won distinction by running fast enough to bust his breeches.

Probably the most popular activity was eating. A huge Stoner truck, loaded with food, candies, ice cream, cookies, beverages, sandwiches and cakes, got the biggest play all day. Much credit was due to Miss Hansen, Miss Bloss and Miss Sleezer of the Stoner office, who served food to the picnickers in seemingly inexhaustible quantities.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

COIN MACHINE OPERATORS! STOP THAT THIEF!



That is after your equipment

The AUTO-MATIC ALARM SYSTEM is an electrical burglar alarm installed cn your car or truck in which you carry expensive coin machines.

When an attempt is made to enter such equipped vehicle, a loud police siren is set off and cannot be stopped, even by closing the door.

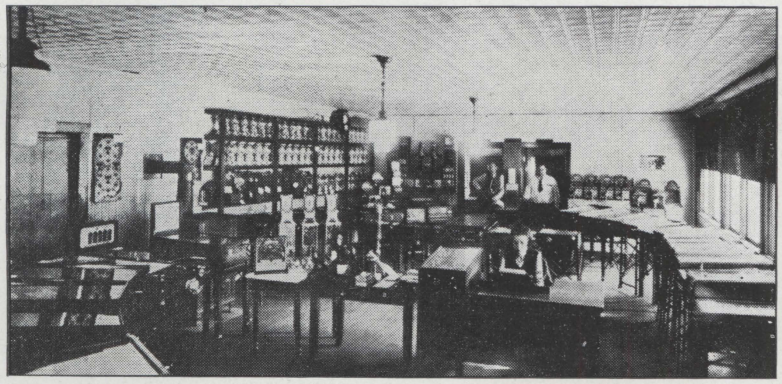
It can only be silenced by the operator who carries a special cylinder key fitted to an ACE pick-proof lock.

Write for FREE BO OKLET to

AUTO-MATIC ALARM SYSTEM

1314 S. Michigan Ave., CHICAGO, ILLINOIS

AUTOMOTIVE TEST TESTED AND APPROVED ATLA LABORATORIES



PHOTOGRAPHS RECEIVED WITH COMPLIMENTS OF PETE Hagedorn of Jersey Specialty Company's display room located at Newark Pompton Turnpike, Route 23, at Passaic River Bridge, Singac, New Jersey. This is New Jersey's largest display of all types of vending machines, only ten miles from Newark and four miles from Paterson and Passaic.

PUBLIC FEEDS PARK WILD-FOWL FROM VENDING MACHINES

By BENJAMIN NAPHEYS

Nut-vending machines loaded with corn instead of salted peanuts do a thriving business in Denver's City Park, where a dozen of the machines are placed in convenient spots around a small lake filled with wildfowl of all kinds.

Many Denver families make daily visits to the park for the sole purpose of feeding the wild duck, geese and swan that live on an island in the middle of the lake. Children, especially like to feed the birds.

Before the machines were installed visitors were obliged to bring bags of food with them. Now nearly all the visitors patronize the machines.

In addition to practically every known species of wild duck, the island shelters common swan, one pair of rare native trumpeter swan, wild geese from all over the world, and a pair of black swan from Australia. The black swan insist on nesting about Thanksgiving Day, which is springtime "way down under" in Australia.

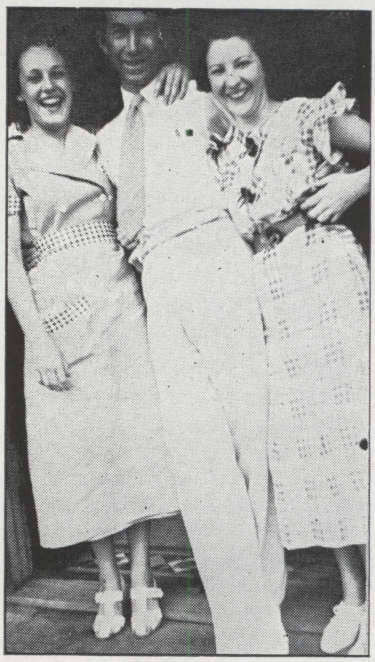
The lake is full of large carp that compete with wild fowl for all food thrown into the lake. The corn-vending machines have proved so popular with both birds and visitors that the Park Board is said to be considering putting in another set of machines loaded with angleworms or some similar food especially for the benefit of the fish.

FOR THE GOLFERS

Golf consists of poking a ball from one point to another through a lot of unfinished excavations from which the only thing missing is a "men working" sign. The chap who wins is he who uses the least strokes. Mathematical geniuses have been known to win, too.

Golf is like philosophy. The more you study it the less you know. It is like life, also. Unless you keep to the straight and narrow fairway there will be weeping and gnashing of teeth.

It's a strange game. It's a game of duffers and experts—a freemasonry with a ritual all its own. Its players walk through woods, wade through creeks, plough through sand—and like it. For three or four hours they alternate between delight and despair. They curse the game one minute and bless it the next. They throw a club in the creek and the next day creep back and pull it out. "They always come back." They forsake their homes. They make grass widows of their wives. Their heaven is par and their hades is a bunker.—Ediphone Voice Writing.



Vonie Haile and two reasons why all Eastern visitors stop over at Texarkana. Vonie refuses to give names and addresses.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

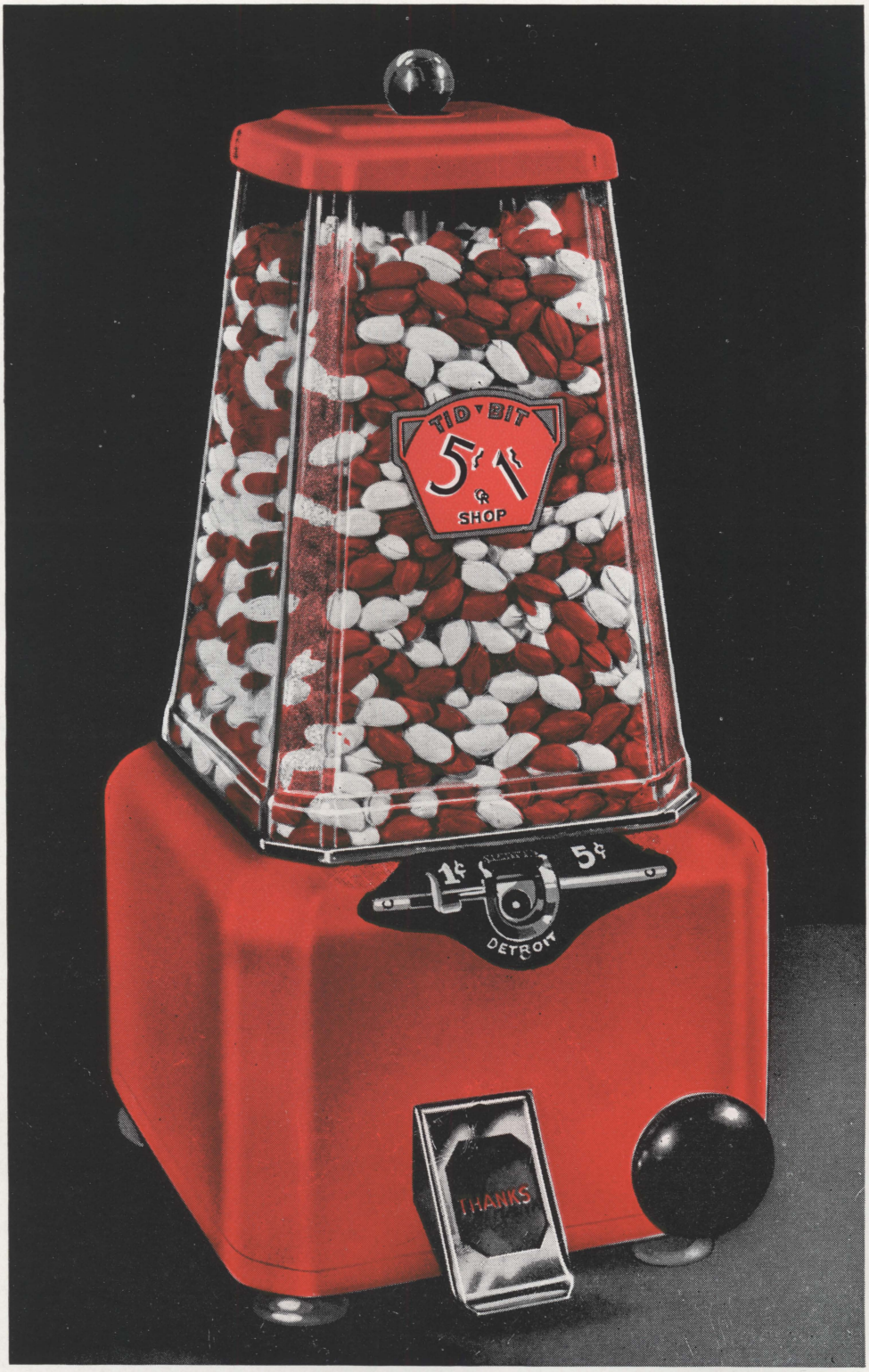
ATTENTION!

To Operators:

Where 5c Machines are Taxed, We Furnish TID-BIT SHOPS with 1c Decal Globe Signs

VENITOR CORPORATION

Title & Trust Building, DETROIT


TID-BIT
5¢ 1¢
SHOP
1¢ 5¢
DETROIT
THANKS

dependable

IN · EVERY · NOOK · AND · CORNER ·
VENITOR

Write Today For
Descriptive Circular

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WE ENDORSE THE 9 POINT PROGRAM OF NATIONAL COUNCIL OF A.M.O.A.

The

LEADER

In bringing out the TID-BIT SHOP, Venitor originated new and advanced ideas—features that contribute to better servicing and greater profits:

★ ***Modernistic*** **Square Globe in Square Collar—cannot be twisted.**

★ **Chinese-*Tangerine* Color.**

★ ***Mechanism Removable*** **from bottom without Disturbing Products.**

★ **Vacuum feet—assures *Non-Skidding*.**

★ ***Bakelite*** **Knobs—enhances appearance.**

★ ***Concealed*** **Slug Rejector with sturdy 1c and 5c Combination Mechanism.**

★ **CARTRIDGE-LOADING.**

Successive Coins Will Not Clog.
No Extra Locks to Buy.
A Proven Mechanism.

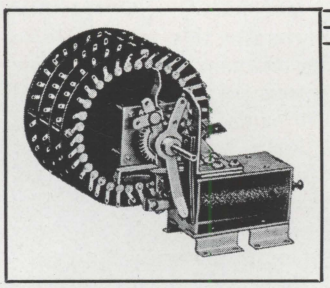
TID-BIT SHOPS

Everywhere Tid-Bit Shops prove permanent, profitable fixtures. Their remarkable durability, unusual attractiveness and dependable day-after-day performance provide the ideal service every operator desires. Their many outstanding features, combined with their capacity to vend 28 different items, including candy, gum, pretzlets and nuts, assure ever-increasing profits.

VENITOR
CORPORATION

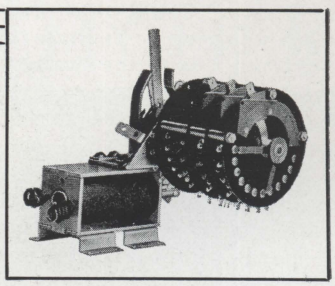
Manufacturers

Title & Trust Building, Detroit, Michigan, U. S. A.



COIN MACHINE ELECTRIFICATION

By J. J. ROWELL, Guardian Electric Mfg. Co.



The Cause and Cure of Common Troubles of the Pin Tables

This is the first of a series of articles prepared by Mr. Rowell, prominent member of the above firm. It is a pleasure to have secured the services of such a capable, technical authority to write regarding the various problems, particularly those of the electrical circuits.

THE PURPOSE of this and succeeding articles is to give the operator a brief sketch of some of the more common troubles to which pin tables are subject. To give a full description of even the best sellers of the leading manufacturers would fill the pages of this magazine for the next year, so, of necessity, these articles must be general in their application, and can only point out the more obvious trouble points and methods of remedying simple failures. One point must be stressed now, and borne in mind when attempting to repair or adjust your machines: UNLESS YOU ARE POSITIVE YOU KNOW WHAT YOU ARE DOING—DON'T DO IT! All too often a minor repair job is turned into a major replacement or worse by going ahead blindly in an attempt to "fix it up."

Five major divisions may be made of the sources of trouble in the present day pin games. They are:

1. Cabinet, playing field and shuffle board;
2. Power supply;
3. Mechanical components of the game;
4. Electrical circuits;
5. Electrically actuated units.

Taking these divisions in numerical order, we have first: CABINET, PLAYING FIELD, AND SHUFFLE BOARD.

What should I do when the game arrives?

Games should be carefully unpacked, and the wrappings and case held until a thorough going over shows that nothing has worked loose in transit. Games are carefully packed in cases designed specifically for each game, but freight and truck men have never been noted for the gentle manner in which they handle things, and a pin game is not made of cast iron. Don't ignore that nut you find in the packing case, or that loose bolt in the machine. The modern pin table is built for speed and action, and there are no excess parts. Every bolt, nut, screw and washer should be checked to see that they are tight and firm. Perhaps it won't be serious if you should overlook a loose nut, but that nut can and has shorted out electrical circuits and put the out-of-order sign on many a machine.

After this check-up, try the action of the shuffle board. The shuffle board is the movable board directly under the playing field operated by a bracket on the coin chute.

Does the board slide smoothly back when you push in the coin chute? If not, open up the machine and lift out the playing field. The shuffle board is held up by two strips of wood (usually) fastened to the playing field. If these strips are screwed down too tightly, loosen the screws just enough to allow easy operation. If, to do this, you must loosen the screws so far that the board develops undue play, coat the sides lightly with grease, and then replace the board. In hot or damp localities such as those states bordering on either ocean or the Gulf of Mexico, the plywood used in the construction of the games will sometimes warp. This can often be overcome by placing the warped piece under a heavy weight for a few days, or planing down that portion of the board that is causing the jam.

Does the shuffle board line up with the holes in the playing field when the chute is all the way in? No? Then first of all inspect the slides to see if dirt or dust has accumulated, and is interfering with the full operation of the board. The stop bracket at the rear of the machine may be loose or bent forward. The board or playing field may be slightly warped. The return springs that snap the board back to operating position may be caught. The re-set arm on the stepping switch may be jammed at an angle. A few operations of the shuffle board usually indicates the cause of trouble, and once located, should be easily cleared.

Does the board make a full return when the chute is released, if not, check the return coil springs fastened either to the side of the cabinet, or the under part of the playing field. These springs are of finely tempered metal, and a crack in their chromium plating or long exposure to damp or hot climates will sometimes cause the last turn (the turn around the dead-eye or screw that holds it) to break off. This may be easily remedied by taking a pair of pliers and stretching the next turn slightly and clamping it in place.

Does the shuffle board slide too far backwards or forwards. Look at those stop brackets. Are they loose, bent, coming in contact with the end of the board? Too great a travel of the shuffle board is almost invariably due to brackets.

Emphasis has been laid upon the correct action of the shuffle board, and rightfully so. The game is almost completely controlled in its re-set action by the motion of the board alone. If the board is not traveling in its correct course, trouble of some sort is bound to occur. The stepping switch will not re-set all the way, or will re-set too far, and put undue strain upon the unit, the anti-tilt switch will either be forced back too far, or will not be actuated at all. Contact switches in the scoring holes will be bent or broken by balls just able to get through the return holes, wiring will be strained loose, and innumerable other break downs can be traced to the improper condition of the shuffle board.

The shuffle board is often responsible for faulty pay-outs. If the machine is equipped with a payout unit, and the board returns too far, the payout chute will jam. When the

chute jams, it will either pay out an extra dime or so because the locking lever returns too slowly, or when the lever returns fast enough, it may lock there, and refuse to pay out on its next operation.

A part of the electrical units almost invariably controlled by the shuffle board is the re-set arm of the stepping switch. Make sure that the switch is completely re-set when the board is fully back. Occasionally, the board is not at fault, but the switch has not been set far enough forward. If you attempt to move the switch to its proper position, be sure that you do not loosen any of the wires connected to the switch, and that the switch is set in exactly the same position in relation to the game that it was originally.

In the next article we will take up the question of power supply and circuits. How to construct a test buzzer, trace out faulty circuits, make minor repairs to loose or damaged wiring, and illustrate with some wiring diagrams. We will also endeavor to show you some gruesome examples of what can go wrong with a carelessly handled game.

Summing up this article these points must be stressed:

Make sure that no part is missing.

Make sure that no part is loose.

Make sure that you take things easy when repairing, don't attempt to force a unit or contact in place.

If possible when making a repair, compare your faulty machine with one that is working, and see if there is any difference between them.

Make sure you know exactly what you are doing before you do it.

Don't begin to use your screwdriver, pliers or wrenches until you know positively what is wrong and how to correct it.

Somebody has discovered that women are the greatest believers in prisoners' parole. They never let a man finish a sentence.—Philadelphia Inquirer.

PHONOGRAPH OPERATORS

The VELVETONE is an improved 2000-play needle. It gives you better tone, longer wear, and greater record life.

L. E. TURNER

1228 Park Row Bldg.

NEW YORK, N. Y.

ROLL-A-BALLS UNDERGO UNIQUE 2,000 LB. WEIGHT TEST

Newark, N. J.—Roll-O-Matic, Inc., manufacturers of the Roll-A-Ball bowling game, this city, conducted a very unique test this week wherein they allowed ten 200 lb. men to run, walk and jump on the playing field of their game. It is believed that this is the first time in the history of the industry that any such test has ever been attempted.

The unusually fine construction of the Roll-A-Ball easily withstood the 2,000 movable pounds placed on it in this fashion and there was no harm to either the game's playing field or to any other part of the game as a result of this action.

Both Archie and Howard Kass of this firm are unusually proud of the accomplishment as it was a test made before visiting Canadian ops who asked whether the game could withstand an unusual beating.

The present model of the Roll-A-Ball, which will soon be superseded by a new De Luxe model, on which the test was made, is believed to be one of the very few bowling games in the industry on which such weight can be placed.

The intrepid Kass brothers also explain that their game is the longest in operation of any thoroughly electrical bowling game. Their Roll-A-Ball has been on location in many parts of the country for the past 10 months and is bringing in large returns. "There is no doubt anymore of the ability of the game to earn large and consistent profits", they claim, pointing to this test and also to the fine manner in which their game has been able to stand up.

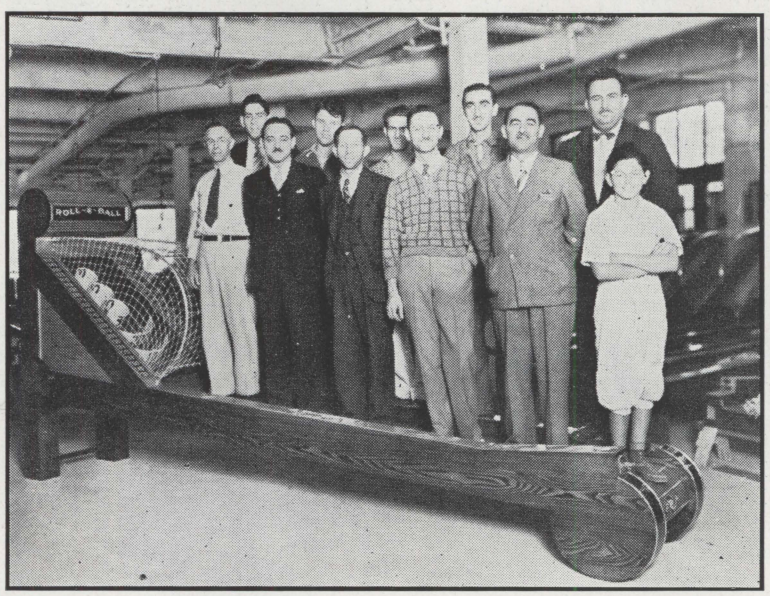
They also explain that their means of score lights has been the most acclaimed and most attractive in actual operating location tests. The side scoring effect which they use on their game, they say, is the greatest thrill that the player has ever received. Especially to see his score steadily climbing up to the highest possible peak.

Their new De Luxe model on which this unique test was conducted is already considered one of the most beautiful in the entire industry. Many operators have already placed orders with the firm to insure instant delivery of the new model. Shipments will be leaving the factory the end of this week for all parts of the country. They point to the two successful sportlands in Dallas, Texas, where Roll-A-Balls are creating a sensation and believe that theirs is the only game which can actually point to large location receipts in such spots.

Howard and Archie Kass may soon leave for an extended tour of the country where their games have already been shipped and they believe that they can bring back a great deal of orders for the new De Luxe model due to its unusual attractiveness.

Friend—Which of your works of fiction do you consider the best?

Author—My last income tax return.



Unique strength test on new "De Luxe Model" Roll-A-Ball at Roll-O-Matic, Inc., Newark, N. J., factory convinced visiting Canadian operators that this game was the sturdiest built. This firm is now in top speed production of the new model. More than one ton weight on surface in ten men and child.

TWO GOTTLIEB TOP-NOTCHERS

SKILL-ROLL

NOT A BOWLING TYPE GAME

HERE is the atmosphere of a bowling type game in a 50" x 24" automatic payout table. Just the game for locations that haven't tremendous space to spare. SKILL-ROLL pays from 2-1 to 40-1 on 16 winning holes. The payout depends upon the odds shown on the Light-up Rack which the player has one opportunity of changing. It is equipped with the famous Gottlieb Motor-Driven Payout Unit and all the excellent features of Sunshine Derby and Sunshine Baseball PLUS new refinements. A marvelous up-to-the-minute attraction you MUST have on your route! Just think! A quality PAYOUT with LIGHT-UP RACK at this exceptionally low price!

$99.50

Battery Equipped
Check Separator No Charge.
Electropak, $5.00 Extra.
2-Ball Play, $2.50 Extra
5-Ball Play, $10.00 Extra.
Ticket Model, $10.00 Extra.

HIGH CARD

The Payout for all Card Fans

DEAL yourself and your locations a winning game! HIGH CARD will prove to be your ace in the hole for profits. A game for card fans —for everyone! Players "go" for HIGH HAND because it gives them 28 chances to win—and a game of real fascination. Odds as high as 40-1 for Spades, 20-1 for Hearts, 16-1 for Clubs and 12-1 for Diamonds. HIGH CARD has the most elaborate playing board ever offered—striking scenes of Monte Carlo activity in 12 beautiful colors. What a Royal Flush is to Poker . . . HIGH CARD is to One Ball Automatic Payouts. Be sure to order yours today!

$149.50

Check Separator, No Charge.
Ticket Game, $10.00 Extra.
D.C. Adaptopak, $5.00 Extra.
Electropak equipped (batteries optional)
Equipped with New A.B.T. No. 400 Slot.

MYSTERY SINGLE OR MULTIPLE COIN SLOT OPTIONAL

IN-A-DRAWER MECHANISM

8-COIN VISIBLE ESCALATOR

AWARDS MECHANICALLY ADJUSTABLE

BEAUTIFUL MAMMOTH CABINET 54"x26"

MOTOR DRIVEN PAYOUT UNIT

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO, ILL.

SKILL-ROLL IS GOTTLIEB'S LATEST

Chicago, Sept. 5th.—There is one manufacturer who makes it a point to give his customers the very latest in coin machine ideas. He is that well known maker of payout tables, Dave Gottlieb. For the past few weeks Dave has watched the sudden rise in popularity that skee-ball type games are enjoying. He has also noticed the obvious fact that this type of game requires a great deal of floor space, more than some location owners can spare. Needed by operators and location owners was a payout table that had the atmosphere of this type of game, but not the area. They wanted a game that could be accommodated in their establishment without the necessity of disturbing the floor arrangement.

Putting their heads together, Gottlieb's engineers developed Skill-Roll. Those who have seen the first few of these games agree that it fills the bill perfectly in playing action and size. It has the atmosphere wanted, plus the advantages of an automatic payout.

The Light-up rack indicates odds paid on any ball landing in any one of Skill-Roll's sixteen winning pockets. These odds can be changed just once by the player by successfully hitting the "Change Score" pocket which returns the ball for replay. Payouts range from 2-1 to 40-1 as shown on the light-up rack. Skill-Roll is equipped with Gottlieb's own motor driven payout unit, which is known throughout the trade for its accuracy and unfailing action.

Skill-Roll is lower in price than operators would expect to pay for a payout game of its quality. Dave promises immediate shipments on all orders.

In the meanwhile orders for Derby Day and Hit Parade are still coming in strong. The payout feature of Derby Day, in which Fourth Place horses got consolation money, is making a hit with players according to notations on the orders and comment from operators who are visiting the plant. Derby Day is the only game of its kind paying off for fourth place, which is usually out-of-the-money.

Hit Parade production is at top speed, a sign that this baseball game is going to be very popular even after the big league baseball season ends.

HIT PARADE NEW BASEBALL GAME BY GOTTLIEB

Chicago, Aug. 22—Gabby, Lou, Dizzy, Chuck, Babe, Mickey and Daffy. Is that a line-up or is that a line-up. These names represent the players that go to bat in Gottlieb's new baseball game, Hit Parade.

"With the World's Series not far off," said Dave Gottlieb, "we felt that a baseball game that really gives the player a "break" would be welcomed by baseball fans and coin machine fans alike. We were right. Hit Parade has been on preview just a very short time and already has established itself as a favorite. A player inserting a coin into the Mystery Single Coin Slot will give from one to seven of the players mentioned above. Upon release of the ball the player has a chance of making a home run, triple, double or single, all of which pay out. A player getting all seven at bat has twenty-eight chances to win as each of the seven are capable of four safe hits. The playing board is so arranged and decorated that a ball going over the fence is a homer, a long outfield hit is a triple, a safe drive past the infield is a double and an infield hit is a single."

Hit Parade, in addition to its realistic baseball action, is a marvel of mechanical perfection. It is equipped with the "In-A-Drawer" mechanism which permits easy accessibility to all working parts without breaking any electrical connections. The playing board can be raised to a 45 degree angle, supported by a steel bar while the drawer can be pulled out full length. Eight coin visible escalator, super-sensitive flag springs, new style spiral bumpers, and Gottlieb's motor driven payout unit are a few of the latest features incorporated in Hit Parade. The Mystery Single Coin Slot and Multiple Coin Slot are optional equipment at no extra charge.

"Operators," continued Dave, "will find the new paly compelling features the best way to pick up profits and the mechanical innovations will keep servicing costs almost nil".

"That chicken we had at dinner was an incubator chicken."

"How do you know?"

'Any chicken that had a mother couldn't be that tough." — Ohio Hobo.

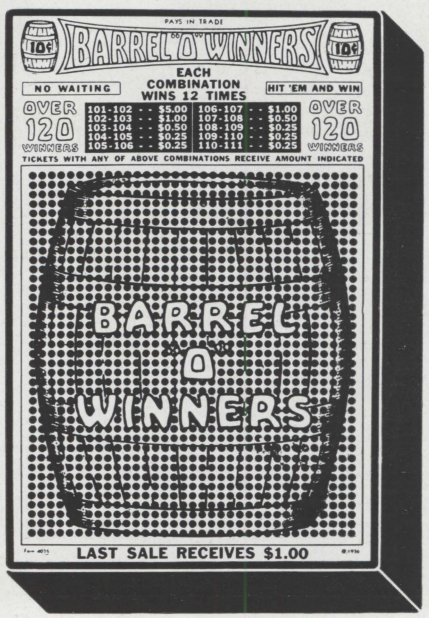
BARREL "O" WINNERS

1440 Hole Thick Style --- Form 4075

Takes In $144.00

Pays Out $112.00

Write for Our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.



CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320-32 Harvard Avenue CHICAGO, U.S.A.

TWO NEW AUTOMATIC PAYOUTS

By GOTTLIEB

Makers of the Finest Payout Tables

DERBY DAY

Also Pays Off for FOURTH Place!

Seven of the world's greatest horses, winners of every famous derby, lined up ready to give all the thrills and excitement of a real DERBY DAY! Odds up to 40-1. Pays off on Win, Place, Show and FOURTH. The only horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. Mystery Single Coin Slot or Multiple Slot optional. Put your money on the winner . . . DERBY DAY!

$149.50

Ticket Game, **$10.00** extra. Check Separator, no extra charge. D.C. Adaptopak, **$5.00** extra. Electropak equipped (batteries optional).

Equipped with new A.B.T. No. 400 slot.

SEE THESE SUPER FEATURES ON BOTH GAMES

- ★ **MYSTERY** Single Coin Slot. The feature that made Daily Races the sensation of the year.
- ★ **AWARDS** Mechanically Adjustable. Invisible mechanical adjustment controlled in light-up rack.
- ★ **IN-A-DRAWER** Mechanism. Simple construction — all parts easily accessible.

SEE THESE SUPER FEATURES ON BOTH GAMES

- ★ **ESCALATOR** 8 coin Visible Jam-proof, Belt type escalator.
- ★ **MOTOR DRIVEN** Payout Units. Accurate, Jam-proof, smooth action payout units.
- ★ **MAMMOTH** Cabinet, 54" x 26." Beautiful design—rigidly constructed by expert craftsmen.

HIT PARADE

Baseball At Its Best

A line-up of baseball stars at bat to pay odds as high as 40-to-1 for Home Run, 20-1 for Triple, 16-1 for Double and 12-1 for Single. The baseball game that gives 28 opportunities to win. HIT PARADE has everything to attract and hold play, plus handsome profits to the operator. Mystery Single Coin Slot or Multiple Slot optional. Make your locations show champion earnings with HIT PARADE!

$149.50

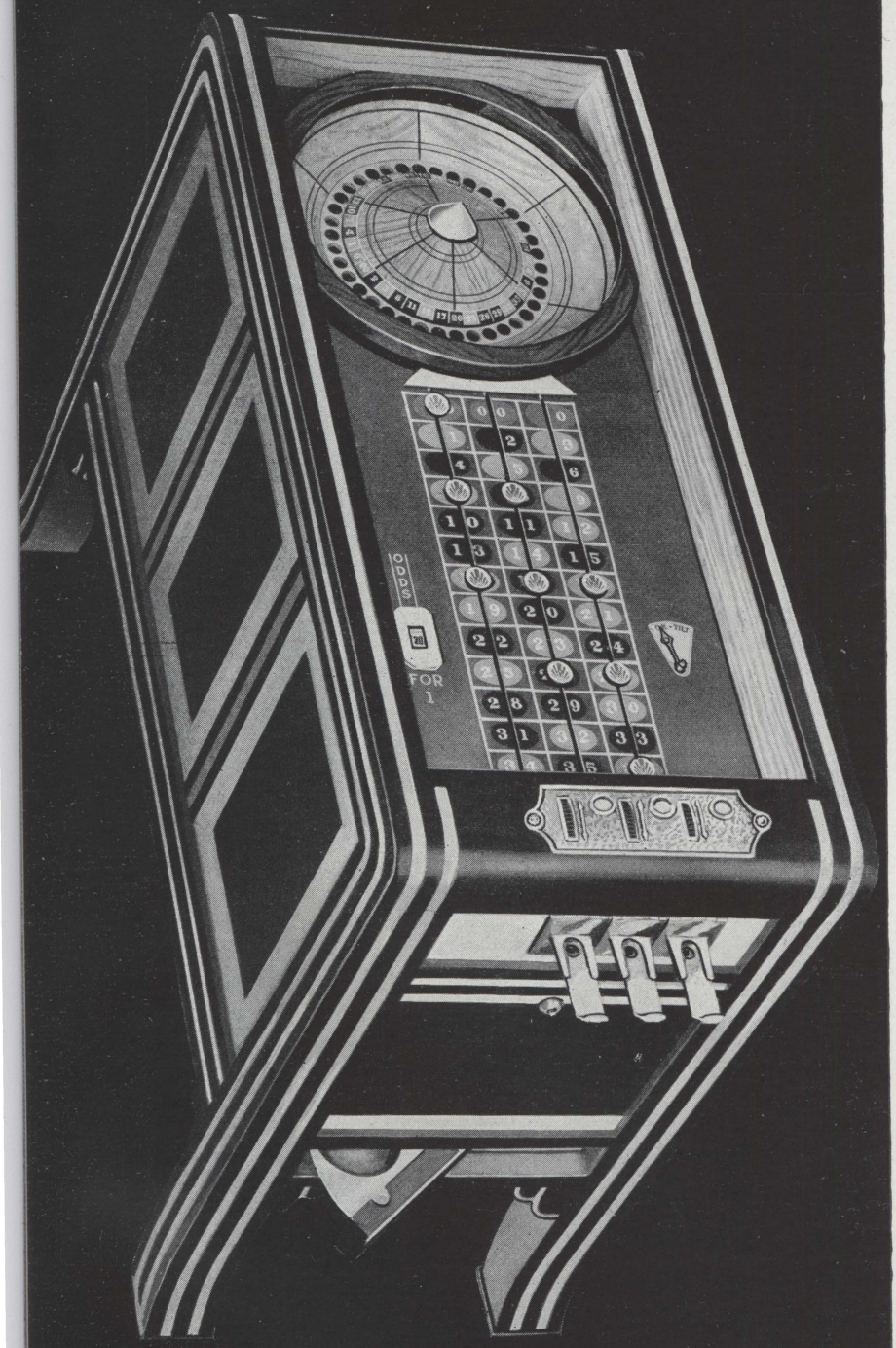
Ticket Game, **$10.00** extra. Check Separator, no extra charge. D.C. Adaptopak, **$5.00** extra. Electropak equipped (batteries optional).

Equipped with new A.B.T. No. 400 slot.

D. GOTTLIEB & CO.

2736-42 N. Paulina St.
CHICAGO, ILLINOIS

DAILY RACES STILL GOING STRONG



Evans'

Rou-Lette

Offers Monte Carlo Profits and Popularity to ALL OPERATORS

Roulette has been played at Monte Carlo and most all other countries throughout the world for hundreds of years and is still the most popular and main attraction in all casinos and sporting clubs throughout the universe. Evans is the only manufacturer to present an automatic Roulette payout table to the operators. Now operators can bring all the suspense and fascination that makes ROU-LETTE so popular to their locations.

Evans' ROU-LETTE is brand new and nothing like it has ever before been offered to the operator. Think of it—a regulation Roulette table with triple earning capacity. As the player inserts the coin he can select three chances or numbers out of thirteen for every coin played. By playing three coins he can secure nine out of thirty-eight chances with an odds payoff of from six to one to twenty to one. After inserting the coins and making his selection the player presses the electric button which releases the ROU-LETTE ball and automatically spins the odds wheel. The ball spins beautifully around the inlaid regulation Roulette wheel and just as in Roulette the ball comes slowly to rest on a certain number on the wheel. On the winning number out pours a flood of cash or tokens into the payout drawer. ROU-LETTE challenges any game to match its earning power! It invites comparison! Will you test it RIGHT NOW?

A REGULATION ROU-LETTE TABLE—COMPLETELY AUTOMATIC

WITH THESE OUTSTANDING FEATURES

Nothing Like It on the Market Today

Never before has a completely automatic Roulette Table been offered to operators. There is only one machine that plays Roulette and that is Evans' ROU-LETTE. Only Evans' engineers could develop such an ingenious machine.

Triple Earning Capacity

With three coin chutes ROU-LETTE can be played by three players at one time, and each player has his choice of three numbers out of a row of only thirteen on each nickel play. $30.00 per hour maximum intake.

Regulation Field and Wheel

ROU-LETTE has a regulation field, green background and black and red ovals with rich yellow numbers, and white chips combined with a golden trim. And the beautiful inlaid regulation black and gold wheel with red, green and black spaces and rich yellow numbers chromium trimmed.

Beautiful Light-Up Effects

The colorful reproduction of a Roulette table, the indirect illumination of the field, the mushroom light on the Roulette wheel, and the glistening silver trim of the cabinet combine to produce a beautiful light-up effect and attract players to play.

Thoroughly Tested on Locations

You can buy this wonderful amusement game with fullest confidence, as hundreds of them have been tested and proven on locations for months, guaranteed by the oldest and largest firms of its kind in the world—forty-four years in business.

Modernistic Cabinet Design

The rich black and silver trim of ROU-LETTE'S modernistic cabinet enhances its player appeal and makes it the highest class machine ever produced. Its cabinet is 45" x 20" and cannot be matched for beauty by any machine on the market today, sturdy, custom-built by Evans' own craftsmen.

Perfected Mechanism

The mechanism of ROU-LETTE is far superior to any other on the market today, and will positively cause you a great deal less trouble. Quickly and easily accessible to all parts.

Tennyson's Payout Unit

Equipped with Tennyson's famous Payout Unit, a positive cam action, motor driven payout, ROU-LETTE operators are relieved of payout mechanism trouble. This payout unit is the best on the market today. That's why ROU-LETTE is equipped with it.

Quickly Pays for Itself

With triple earning capacity and fast play, operators have found ROU-LETTE quickly pays for itself, and any operator can get any location he desires with ROU-LETTE.

Sliding Payout Drawer

A concealed sliding payout drawer gives ROU-LETTE a finished touch in perfection. This drawer can be locked when desired, and its design blends in with the front of the cabinet to make it inconspicuous.

We take pleasure in announcing the appointment of Mr. E. H. Tennyson as Sales Director. Mr. Tennyson is nationally known in the coin machine industry for his ability in merchandising production products. Under his supervision the company's policy of fair treatment and guarantees to the trade will be maintained.

A permanent lasting investment! ROU-LETTE is sturdily built for perpetual life according to the rigid standards of Evans' workmanship. Its appeal, design and stamina enable it to endure for years! Complete with electric pack, tax paid, f.o.b. Chicago

$262.50

CHECK SEPARATOR ..... $5.00 EXTRA

TICKET MODEL WITH PAYOUT UNIT ..... 15.00 EXTRA

H. C. EVANS & CO.

1522-28 W. ADAMS STREET
CHICAGO, ILLINOIS

If It's Made by Evans—You Know It's Good—Leading Manufacturers of Amusement Equipment for Forty-four Years

Wire or Phone Shipping Instructions NOW

RUSHOUR MACHINES PROVE PROFITABLE

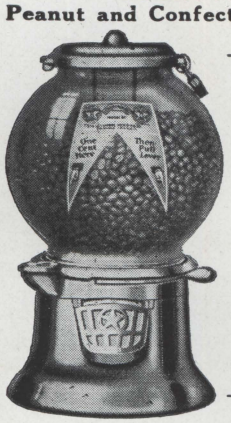
With the passing of an unusual summer, breaking records for heat, drought and humidity, more than twenty operators of Rushour candy machines in the Chicago area have been exchanging experiences gained during the past several weeks. All of them state they have been able to maintain a good volume of sales, and they are especially glad to have had a steady income. Some who operate their routes as an investment, employing a service man, report a profit above ten per cent on their investment per month during July and August. This is something to be proud of, they state.

All of them praise the selectivity of the Rushour machine as the main feature in meeting summer problems in the candy business. By being able to use any standard 5-cent candy bar, or penny bar in penny machines, they have a wide field in which to purchase merchandise that sells. The candy manufacturers offer many varieties for summer and improved chocolate coatings are now available. With the whole candy industry as their market from which to buy supplies, Rushour operators have taken full advantage of it.

Nougats, caramels, nut bars of all kinds, and even some packaged goods have been used to keep sales at a high level. They report trying various ideas to find the candy bars that sell fastest on each location and their experiences would be helpful to any operator. An adaptable machine makes it possible to try the newest products offered by the candy makers and to sell a large variety of popular bars on each location.

Ralph W. Squires, dean of the Rushour operators here, says that he has made it his business to do a lot of experimenting during the summer. He is celebrating his fifth year of using Rushour machines this month. By being able to keep up good sales during the summer, he says that he can hold locations against all competitors and already has a good volume when other operators are looking around for locations. A truly selective machine and using a variety of candy that sells means a year-round business, he says.

COLUMBUS
Model "M"
Peanut and Confection Vender



How long will your machines be productive? Why? Experiment? Eventually you will use Columbus Venders

F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS

ALABAMA PHONOGRAPH OPS ORGANIZE

On September 13th a meeting was held in Birmingham, Alabama by a group of phonograph operators for the purpose of organizing a State Association. While only small in number, this group represented a large percentage of the phonographs in Alabama, and was scattered from one end of the State to the other.

It was the concensus of opinion from everyone present that a State Association of phonograph operators would rebound to the benefit of the industry.

Accordingly, Max Hurvich of the Birmingham Vending Company, Birmingham, Alabama was elected president and George W. Hunter, 12 Gladys Ave., Mobile, Alabama was elected secretary and treasurer. The president appointed Mr. E. C. Collines of Huntsville, David Franco of Montgomery and F. E. Deaton of Columbus, Georgia (who operates phonographs extensively in Alabama) as an advisory board.

After considerable discussion an attorney was retained to represent the Association. It was decided to have the next meeting in Montgomery, Alabama on Sunday, September 27, at which time the attorney, Mr. Abe Berkowitz of Birmingham, Alabama, was to present plans for the organization.

Every operator of phonographs in Alabama is urged to join this Association, which hopes to work for the betterment of the phonograph business in the State of Alabama.

For further details, communicate with either of the above mentioned, who will be glad to answer any and all questions.

DAILY RACES ENTERS 6TH MONTH OF PRODUCTION

Chicago, Sept. 5th.—Every day for the last five months a constant stream of Daily Races games have come off the production line at the Gottlieb plant. Carload after carload have been shipped to jobbers, until by now there are thousands of these games operating in almost every good sized town in the country.

With Daily Races entering its sixth month of production orders are still being received for more and more of these games. A number of distributors claim they cannot keep a large supply in their warehouses because of the steady demand. Most of the orders, it is said, come from operators who are already operating Daily Races, and because they are pleased with its operation and profit-making ability they are adding more and more of them to their routes.

"Daily Races" is one of the finest payout tables we have ever made," said Dave Gottlieb, "and I am happy to see that after five months this game is still going strong, both from the standpoint of the orders we receive and its attraction power on locations. To operators who want a smooth performing, horse racing payout that can be depended upon to earn a steady, substantial income, I can't recommend a better game than Daily Races."

PIN GAME CHECKS
FOR
Payout Tables, Pin Games, Bells, Jack Pot Games, etc.
Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

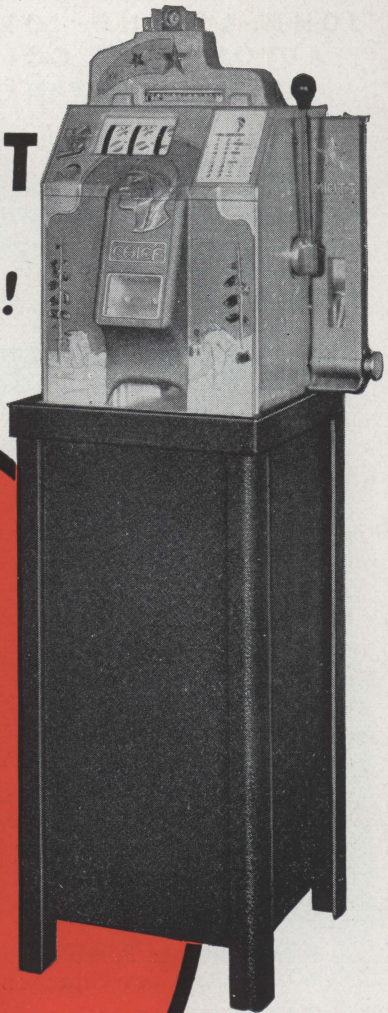
	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices
Terms—One-third Cash—Balance C.O.D.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

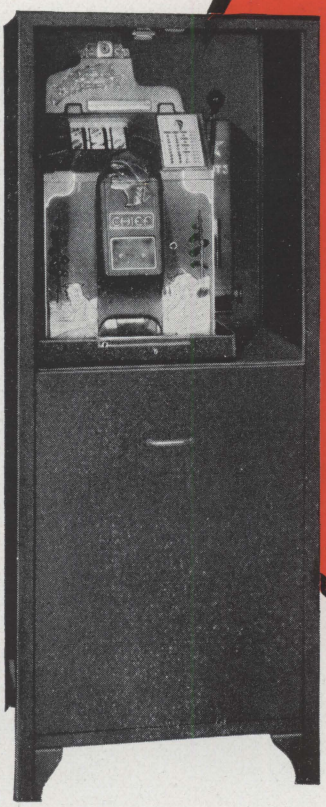
The Toughest PROTECTION EQUIPMENT ANY HIJACKER WILL EVER MEET

AND WE CAN PROVE IT!



New Improved Weighted Machine Stand with exclusive concealed locking and clamping device. Weight (not filled) 50 lbs. net.

Double Safe—Weight 235 lbs. net.
Two Styles—
Front Door Only
Front and Back Door



Single Safe, Weight 145 lbs. net
Two Styles—
Front Door Only
Front and Back Door

PATENTS PENDING

New machine safes are wider to take side venders—also equipped with exclusive, concealed, locking and clamping device and reinforced legs.
Single safe 20 lbs. heavier.
Double safe 30 lbs. heavier.

HERE IS THE PROOF:

AUTOMATIC AMUSEMENT CO., EVANSVILLE, IND., writes: "It is an acknowledged fact among our operator customers that your machine stands are more attractive and offer much greater protection than any other."

COLEMAN NOVELTY CO., ROCKFORD, ILL., writes: "There are so many different stories told us by our many operator customers, stating that the solid weighted base stands they purchased from us (manufactured by your company) have saved their machines, it would really take a small book to cover them all."

MARION COMPANY, WICHITA, KANSAS, writes: "In several instances prowlers have attempted to break into your safes and met with such strong resistance that they gave up the job, not only on the premises where the machine was locked in, but even after carrying the safe outside of the establishment."

DE KALB NOVELTY CO., DE KALB, TEXAS, writes: "Up to this time your safes have proven 100 per cent protection."

BUY ON PROOF AND GET THIS PROTECTION

Operators who have paid the penalty of "taking a chance" or of using cheaply constructed equipment that "looked just as good" are now buying our safes and stands that provide PROVEN PROTECTION.

MAIL YOUR ORDER NOW!

YOU may need this protection TONIGHT—you get no warning—Play safe—get the jump on the man with the jimmy and order yours TODAY. If your jobber can't supply you, write us direct—we have a large stock for quick delivery.

CHICAGO METAL MFG. CO.

3720 South Rockwell Street CHICAGO, ILLINOIS Telephone: Lafayette 5754

JOHN LORINO JOINS AUTOMATIC COIN MACHINE COMPANY

Word has been received in this office that John Lorino, now associated with the Automatic Coin Machine Company, 823 Poydras Street, New Orleans, Louisiana, will give his special attention to the phonograph department. Mr. Lorino was formerly with the Southern Automatic Sales Company, and more recently with the National Amusement Company. His long experience will enable him to competently handle his new duties. Good luck!

FOR GREATER PROTECTION SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The ILLINOIS LOCK Company
737 W. JACKSON BLVD., CHICAGO, ILL.

ELECTROPAK 100 PER CENT CHOICE OF BOWLING GAME MANUFACTURERS

Detroit, Mich.—Mr. A. B. Chereton, president of Electrical Products Company, Inc., this city, proudly reports that as in the great pin game production day, Electropak has again been chosen by the bowling game manufacturers as the best unit.

It is also a 100 per cent choice he reports. Electropak has been found to be of even greater importance in the bowling games than it ever was in the pin games. The amount of batteries which would be necessary for some of the bowling games would be tremendous, and the weight alone, plus the great weight of the modern bowling alleys, would create a tremendous hardship upon the operators.

Electrical Products Company have been called into consultation in all bowling game manufacturing and have instantly arranged for special models to be constructed to remove the necessity for batteries.

Every manufacturer of bowling games has been saved much hardship and weight by the elimination of batteries and the Electropak has again proven its great value to this industry.

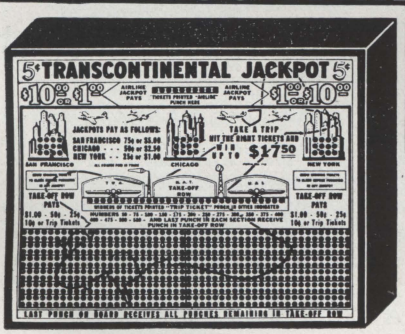
Many manufacturers also reported that from the moment they began to construct their bowling games there was a demand from their customers that Electropaks be used. Mr. Chereton reports, "We are again pleased to have been of service to our many friends in the coin machine industry. We will admit that there was much more work attached to the experimentation and to the manufacture of special units for the bowling games than there ever was to the pin games. But the past success of the Electropak and the instant success which it has enjoyed in the bowling game cause us to feel unusually happy in the fact that our unit has again brought an assurance of greater profits to the operators and complete happiness as far as the working electrical parts of the games are concerned. "We are ready at all times to help in every detail to bring about better operating conditions and to assure the operators, jobbers, distributors and manufacturers of greater and easier profits from machines using Electropaks."

GEORGE PONSER OPENS NEW YORK SHOW ROOMS

George Ponser Company of New York, Inc., announced the official opening of their New York show rooms and general sales offices on September 12, at 1140 Broadway, Suite 502, near Twenty-sixth street.

All games and novelties handled by this firm were on display and refreshments were served from 10 a.m. until closing. Congratulations!

TRANSCONTINENTAL JACKPOT



A HARLICH JUMBO BOARD

BLAZING A TRAIL OF PROFITS FROM COAST TO COAST

No. 712 **600 HOLES**

Progressive Jackpot feature permits players punching "Trip Tickets" to punch in from 1 to 4 Jackpots with possibility of winning up to $17.50.

Takes in.....$30.00
Average Payout.....12.38

Average Gross Profit.....$17.62

Price $2.81 Each, Plus 10% Tax.

Price includes easels and 4 fraud-proof tickets.

HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO - - - ILLINOIS

"Sunrise here is glorious." Bill Gersh wants to know if any Texans can name the location of this spot off-hand. Hah, wise guys, it takes a Broadway mug to find it!

GROETCHEN GOING TO TOWN WITH HIGH STAKES!

High Stakes, Groetchen's new counter machine, is rapidly taking its place in the coin machine limelight, and Karl Klein of the Groetchen firm predicts that it will be one of the most popular machines their firm has ever produced. High Stakes features "match-a-color" horses. Three varicolored sections of horses revolve swiftly and silently upon the insertion of a coin and pulling of the lever. They click into place with a surprising smoothness. A moment's suspense—then the fourth reel announces the position; such as win, place or show. Then, just a moment later, the fifth reel clicks into place. This fifth or odds reel gives the win, place and show odds for the race. The horses may run in either win, place or show position. The odds run from 2 to 1 to 50 to 1. Large liberal odds predominate in High Stakes. A daily double brings the player's enthusiasm to a greater pitch because it pays double odds which may run as high as 100 to 1.

Volume shipments are going out daily to fulfill the demands of operators, distributors and jobbers throughout the country.

"I can't marry him, mother. He's an atheist and doesn't believe there's a hell."

"Marry him, my dear, and between us we'll convince him that he's wrong."

COIN AND SLUG SORTING DEVICE

This invention, patent pending by Otto A. Weiss, of Brooklyn, N. Y., relates to coin and slug sorting mechanisms as employed in coin operated vending machines, admission turnstiles and such devices.

The primary object of my invention is to provide a simple and dependable coin sorting device by which to sort the slugs deposited in the vending machine from the legitimate coins so that the slugs may be eliminated from the normal path of the coin to prevent the actuation of the vending machine mechanism by the slug.

High Stakes

WITH THE NEW "MATCH-A-COLOR" HORSES

"Match-A-Color" Horses revolve swiftly and then click into place. A moment's suspense—and then the fourth reel announces position and a second later the odds reel quotes the Win, Place, and Show odds for the race. Horses can finish in either position. Odds range from 2 to 1 to 50 to 1. A Daily Double pays double odds.

HIGH STAKES takes humble pennies as well as shining quarters, nickels as well as dimes.

Operators!

4 HIGH STAKES machines cost you about $100 delivered. Within a week you should have doubled your investment; within a month you should have bought 30 machines paid out of earnings.

$24.75 Tax Paid F.O.B. CHICAGO

Can be furnished for French Franc or English Penny Play.

GROETCHEN TOOL CO.
130 N. UNION ST.
CHICAGO, ILL.

NEW ORLEANS and LOUISIANA NEWS
CONDUCTED BY
ADAM LEIDENHEIMER

Coin machine men of this entire section of the country will be watching with closest of interest the outcome of the hearing on the constitutionality of the 1935 Florida legislative act governing the operation and licensing of slot machines and coin games in that state scheduled to be heard sometime in September in the Federal circuit Court of Appeals in New Orleans. Action was started by Operator C. S. Ward of Jacksonville who sought to prevent the Florida State comptroller from collecting certain taxes levied for operation of machines.

When Judge A. V. Long of Florida denied a petition seeking a temporary injunction as asked by Ward in his suit against the comptroller, the Florida operator brought the suit into the higher court.

In handing down his decision against Ward, Judge Long said that the Florida supreme court had previously ruled that the act was constitutional but has agreed to call a three-judge session to go further into the law. The court has docketed the case for September but it has been intimated that the date may be set back several days.

Fisher Brown, prominently known coin machine distributor of Dallas, stopped over in New Orleans and other Louisiana cities last week to confer with the firm's connections. Mr. Brown is very optimistic over the future for the coin machines and hints that he has already been let in on some pending new ideas that should wow them for the fall and winter season.

Burt Trammel, former manager of Electro Ball Company's office at Memphis, Tenn., has arrived to take over duties of management of the New Orleans branch office, succeeding J. Fred Barber, who managed the local in a highly successful way since its opening over a year ago until forced by ill health to return to a drier climate. Burt will have his job cut out for him following the popular Fred Barber. Ed Stern, temporary manager in Trammell's absence cleaning up in Memphis, has left for his home office at Dallas.

Harry Batt, partner in the firm of the Dixie Coin Machine Company, had as his guest this week, George Whitney, big amusement operator of San Francisco, who stopped over for a few days to partake of some of New Orleans world-renowned food and to see the old city before departing for the Dallas Centennial on his way back home. Mr. Whitney said that while in New York he bought a dozen new Skee Ball machines for immediate shipment to his resort.

Batt is also operator of a big beach resort in New Orleans where he is enjoying the greatest season since he started the amusement center almost a decade ago. He says that he owes much of his financial success at the beach to his wonderfully equipped coin machine sportland.

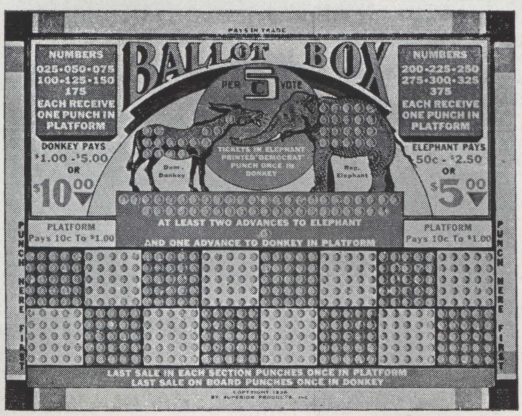
Donald Duthu of the Automatic Sales Company of New Orleans reports a good demand springing up for second hand coin machines, com-

ADVANCE VENDING MACHINES

More Than 100 Models
Send for 1936 Catalogue

ADVANCE MACHINE CO.
4647 Ravenswood Avenue
CHICAGO, ILL.

"ELECTION BOARDS"
—By Superior

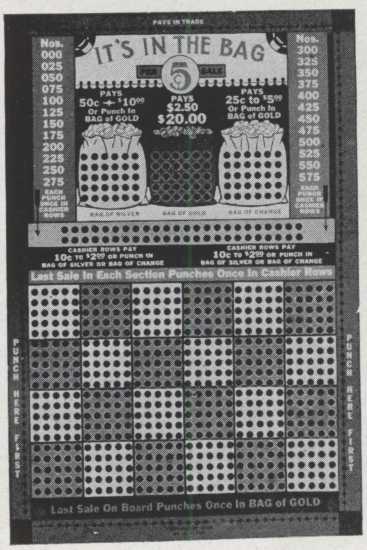


Ballot Box—Gets All Votes
400 holes at 5c.....$20.00
Pay out (average).... 8.51

Profit (average).....$11.49
Semi-thick easels, jackpot protector
$1.38, Plus U. S. Tax 10%

It's in the Bag—You Win!
600 holes at 5c.....$30.00
Pays out (average).... 13.97

Profit (average).....$16.03
Thick easels, jackpot protector
$2.46 Plus U.S. Tax 10%



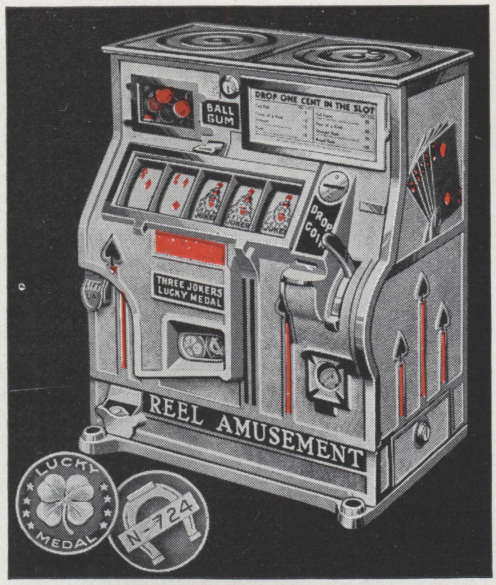
ELECTRO BALL CO., Inc.
1200 CAMP, DALLAS

Shipping charges paid on orders of $50 or more net. We Sell Operators Only.

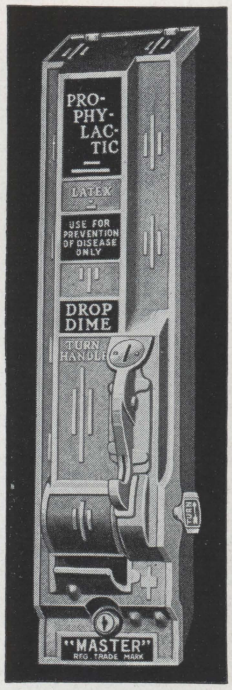
Fort Worth—Waco—San Antonio—Houston—Wichita Falls—Oklahoma City—New Orleans—Memphis

THREE PROVEN WINNERS

Top and Base Porcelain Enameled Light Green Finish



Reel Amusement Vender



Prophylactic Vender

WRITE FOR CIRCULARS AND PRICES OF THESE AND OTHER MASTER MONEY-MAKERS

THE NORRIS MANUFACTURING CO. — **Columbus, Ohio**

OPERATORS AMUSEMENT CO.
2509 Ross Avenue, Dallas, Texas

C. W. PERCY NOVELTY CO.
6614 Lake Shore Drive, Dallas, Texas

ing from all sections of the state. Prices are holding up well on all games, he says, and some of the more popular games are bringing only slightly less than the new tag price.

P. H. Holmes, popular operator of Franklinton in Southeast Louisiana, has purchased a dozen new Rockola Multiselectors following a month's trial of one of these machines on location in Franklinton. Mr. Holmes says that the sample machine showed him the best results has ever experienced and that he is certain that the new multiselectors will insure him a great winter season. The sale was made by the Louisiana Amusement Company branch of Stelle and Horton of Houston.

Melvin Mallory, local Manager for Stelle and Horton announces the resignation from his firm of Charlie Miller, who has left for Beaumont to enter business there with a brother. Melvin says that he hated to see Charlie leave because he was well liked for all operators who dealt with the firm. A successor to Charlie as local assistant manager has not been named to date.

G. T. Jarman, collection manager for Mills Novelty Company, spent the week of September 6 in New Orleans as the guest of Frank Gleeson, resident manager for the firm. Jarman is on a vacation and decided to see the Old Quarters of the city. While in the city, Frank took him over to Lake Catherine on the Mississippi coast for a fishing excursion with good results.

Buster Williams, popular music operator of West Munroe, La., visited the Decca Recording office at New Orleans the other day to look over and secure a new lineup of records for his many machines that he locates throughout the Monroe section of the state.

A local coin machine operator who has just returned from a trip to the Orient tells of the automatic coin machines used in Japan. One of these machines, for a yen, produces a list of old maids and bachelors who are desirous of marriage in that country.

In describing how the machine works, the operator says that upon deposit of the yen, the machine drops the list at the bottom. On this list is hundreds of names and against the names a full description of the person, an approximate estimation of wealth and personal qualities and other items which may add to the lure of attraction of the opposite sex.

Inquiring, he found that any name selected is sent to an official whose duty it is to arrange a meeting between the machine player and the party chosen and if terms are satisfactory, the wedlock is completed by further payment of a small marriage fee.

It must be kind of an embarassing situation explaining to your future generation that you were "A Slot-machine Bride."

City-state permits for musical machines, pinball games and iron clad machines issued for 1936 in New Orleans under Act 15 of the third extra session of 1935 of the Louisiana Legislature, will suffice for the period covered by the license, City Recorder Gaston Rose ruled last

week in dismissing two operators charged by police with lacking a "mayor's permit" for such machines.

The "mayor's permits" were required under a redrafted city ordinance enacted on August 14, looking to the separation in the future of city and state licensing of the devices. Judge Rose indicated that he will dismiss all other cases pending if the 1036 city-state licenses of $10 a year are produced.

The cases were dismissed against Mrs. Pascal Scontrino, and Jerry Germenis, both music operators. A third operator was fined $2.50 because he used obscene language toward the arresting police.

Jules Peres, president of the newly organized United Music Machine Operators' Association, told the court that operators in his association will obtain their future permits separately from the city and the state.

SALES GOOD

The Electrical Products Co., Inc., of Detroit, Mich., reports large sales of their Adaptopak. This device takes the place of Electropak in communities which employ direct current. With the Adaptopak, the game or device in which it is installed may be moved from districts which use alternating current and direct current, inasmuch as it takes care of both. This feature is most appreciated by operators in New York, Chicago and various other communities which have two types of electrical current.

The Epco fuse eliminator has been received enthusiastically by operators everywhere because of its great money saving features. The Epco fuse eliminator does away with fuses that "blow." In the event of an overload of the circuit a small spring clicks out of place and stays there until pushed back. It takes the place of a fuse and lasts indefinitely. Operators report that games and other amusement devices which employ electrical current, do not have to be laid up with an out-of-order sign because of a fuse "blowing." The location owner may push the spring back into place, thereby putting the amusement device back into operation in just a flash of a second. The Epco fuse eliminator has affected an absolute minimum of extra servicing on the part of the operator.

GROETCHEN TOOL'S HIGH STAKES POPULAR

"Operators are quick to appreciate really new ideas in their equipment" reports Karl Klein of the Groetchen Tool Company. He substantiated that statement by producing a tremendous stock of bona fide orders for Groetchen's High Stakes counter game. While the horse race idea has been used in various ways on reel type machines, Groetchen was the originator of the "match-a-color" horses idea as used in High Stakes.

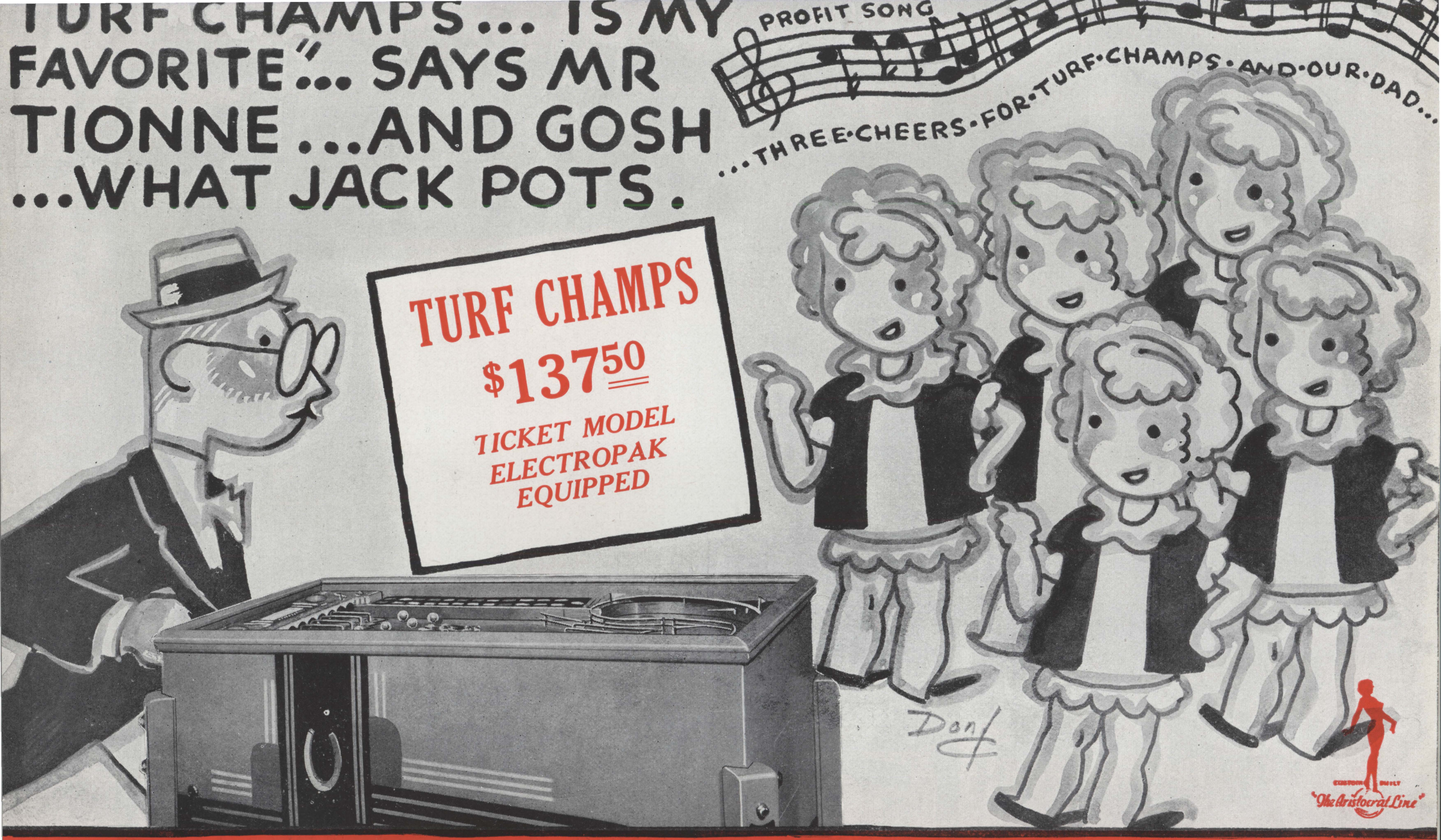
High Stakes has all the playing allure of the bell fruit type machines and all the class that only a modern counter game could have. The player understands and thrills at the play instantly. The three right-hand reels bear portions of a horse. A winner is determined by lining up a complete horse in one color. The two left hand reels indicate the win, place or show position and the odds which may range up to 50 to 1.

The Groetchen firm has the larg-

TURF CHAMPS... IS MY FAVORITE"... SAYS MR TIONNE ...AND GOSH ...WHAT JACK POTS.

PROFIT SONG

...THREE·CHEERS·FOR·TURF·CHAMPS·AND·OUR·DAD...



STONER CORPORATION

Aurora, Illinois

est force in their history devoted to the manufacture of High Stakes, Black Jack, Twenty-one, and Groetchen's new Columbia bell type machine. Busy assembly lines attest to the popularity of Groetchen's manufactures. Each of the two counter games and Columbia has its own exclusive section in the Groetchen factory. Because the Groetchen firm maintains one of the most complete tool and die plants in the entire country, they control the making of practically all the component parts that go into the construction of their amusement devices almost to the entirety with the exception of large castings and cabinet work.

Because Groetchen has specialized exclusively in making counter type machines, their games have earned for themselves a most enviable reputation. Both High Stakes and Groetchen's Black Jack Twenty-one have been featured by jobbers and distributors all over the country as the very ultimate in construction, in appearance and playing principles. Operators have looked to Groetchen year in and year out for counter type machines that will earn a dependable income on their investment.

Mr. Klein points out that High Stakes and Black Jack Twenty-one are being featured by jobbers in every state in the Union and in seven foreign countries.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

ATLAS MAKES RECOMMENDATION TO THEIR OPERATORS

The Atlas Novelty Corporation inaugurated this month a special sales and promotion campaign for the products of the Electrical Products Company. Maurie Ginsberg of the Atlas firm reports that they are now recommending the Electropak or Adaptopak, Electrolok and the new Epco fuse eliminator to all their operators. Maurie suggests the replacement of batteries in all the used games bought from Atlas with either an Electropak or the A.C.-D.C. Adaptopak. All games, according to him, should be equipped with the Epco fuse eliminator in order to do away with nuisance and expense of "blown" fuses.

TWENTY ONE
BLACK JACK

GROETCHEN'S NEW IMPROVED MODEL

Here's REAL BLACK JACK played according to the accepted rules. This new model of GROETCHEN'S Famous 21 Vender incorporates a host of thrilling new features; each with the object of offering greater player appeal—of increasing operator's profits. Here's a masterpiece of engineering which you would expect to find only in high priced machines.

A 21 BLACK JACK machine with absolute silent reels, which come to a perfect stop without a bounce. So positive is the mcehanism that it is impossible to manipulate reels or shutters. Cheating is eliminated. A BEAUTIFUL smartly streamlined; gets the better class of locations.
NATURAL WOOD CABINET,

GROETCHEN'S 21 BLACK JACK plays 1c-5c-10c-25c.

The Shutter feature on "21" is covered by GROETCHEN'S U.S. PATENT No. 1978395.

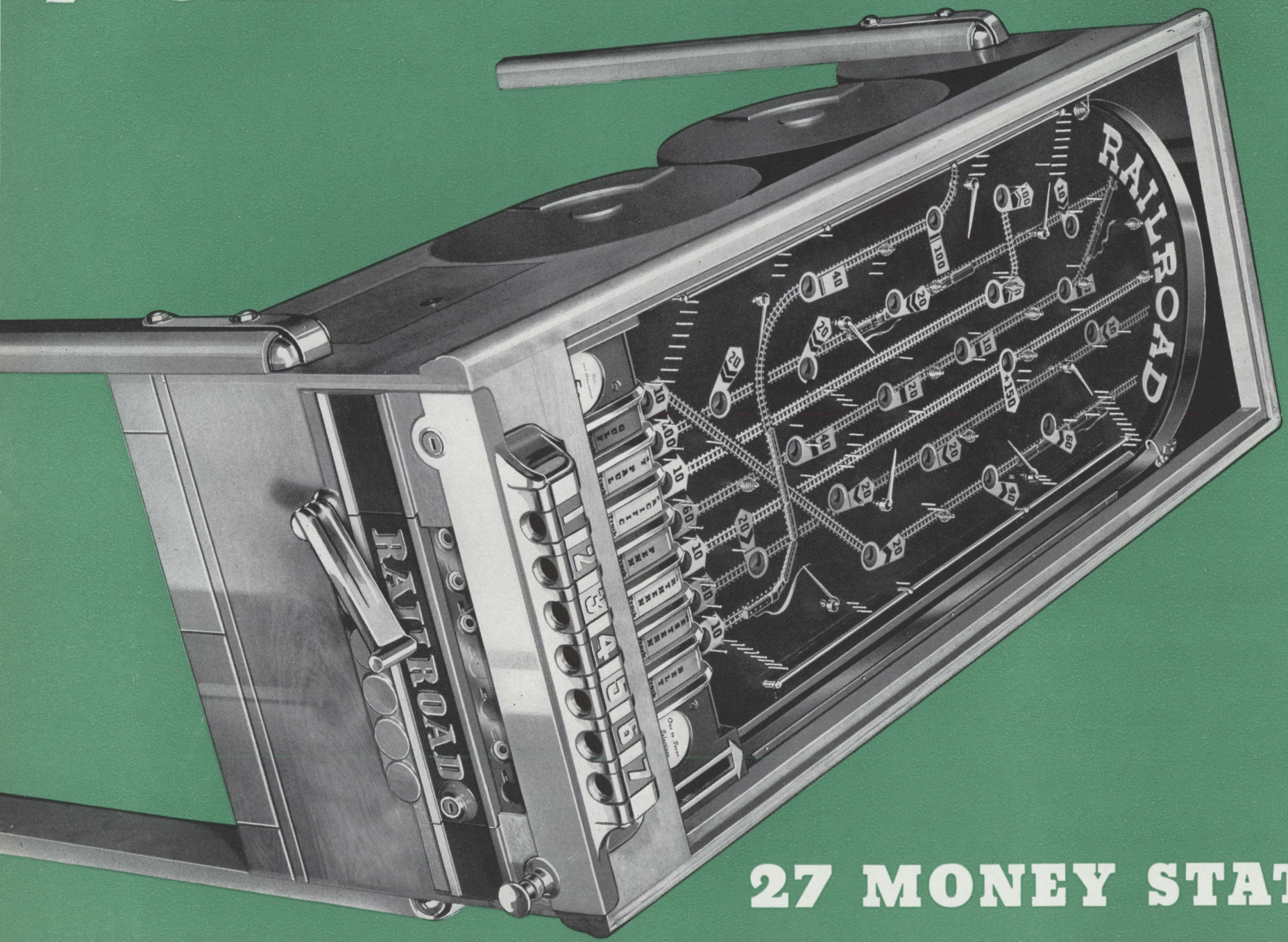
Can be furnished for French Franc or English Penny Play.

$24.75
TAX PAID
F. O. B. CHI.

GROETCHEN TOOL CO.
130 N. UNION ST.
CHICAGO, ILL.

A Profitable TRIP

7 CAN PLAY



27 MONEY STATIONS

Take a Trip on Mills

RAILROAD

All aboard, operators! Take a real money-making jaunt! Here's a one-shot pay table with the power of a mighty, nation-spanning line, the speed of a crack flyer, the dependability that is the essence of every good railroad. Mills RAILROAD is a seven-slot table built for seven players to play at one time, or for any number from one to seven to play at the same time. No substitute for the seven-slot has ever been found at getting THE BIG TABLE MONEY. Seven railway lines; you select the line you want to play by the slot in which you deposit your coin. The line you select has several money stations on it. You have several excellent opportunities of having your ball stop at special payout stations located on railroad line you selected. When this happens your reward is paid out automatically. It's a simple game to understand, and with 27 different money stations, it has tremendous variety. On every play the ball threatens some extra desirable stops. There are no out holes and where the ball finally goes, looks very easy to duplicate on the next shot—but it's hardly as simple as that. RAILROAD's cabinet is elaborate, breath-taking in its beauty, and it's playing panel has hypnotic appeal for the crowds. This new simplified unit with which Railroad is equipped insures surefire payout operation.

Get the Right of Way! Be the First with Railroad!

Let's Go, Conductor!

Get on the train, operators! Get hep to an entirely new type of table—Mills RAILROAD. Never, in the phenomenal six years history of the table business has there ever been a table that even approached RAILROAD in nature, in idea, in comprehensive entertainment for players. It has every single feature a successful table must have—and yet it is the soul of simplicity, easy to take to because so easy to understand. GET READY TO MAKE THE BIGGEST TABLE MONEY OF YOUR CAREER DURING THE NEXT SIX MONTHS. RAILROAD is backed by Mills regular 10 days' trial offer. Order NOW—in the regular way. We make immediate shipment. Try RAILROAD for 10 days—if for any reason you are not satisfied, return it, shipping charges prepaid, and we'll refund your money in full. For safety deal with the World's Largest Manufacturers of Coin Operated Machines.

MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE • CHICAGO, ILLINOIS

ANOTHER NOVEL MAILING PIECE SENT OUT BY JACK KEENEY'S MAN, BECKER

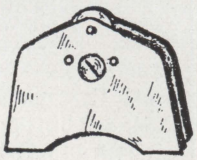
Compliments have been pouring onto the desk of Jack Keeney's man, Becker, complimenting him on his unique new mailing piece advertising Bowlette. Enclosed with a clever letter is a small shoe. The theme of the mailing piece is "in you shoes." The idea is that if Ray Becker was "in your shoes" he would buy Bowlette for the reasons which he states in his letter.

"Each year" one automobile flashes to the front. That is the slogan being popularized by a leading automobile manufacturer. "Every season" a leading counter game flashes to the front is the slogan being popularized by the Groetchen Tool Co. in referring to their new High Stakes counter machine. Karl Klein of the Groetchen firm says that from every indication High Stakes will be one of the biggest successes the Groetchen firm has ever presented to the coin machine trade. High Stakes is said to be one of the most beautiful counter games ever presented. The modernistic green wood cabinet has a flashy, yet smart, green front casting. It is streamlined by polished strippings down the front to one side, and made more attractive still by a horse race scene escutcheon on the front. High Stakes features the new Groetchen "Match-A-Color" horses. Three varicolored sections of horses revolve swiftly and silently upon the insertion of a coin and the pulling of the lever. They click into place with a surprising smoothness. A winner is determined by the lining up of a complete horse in one color. Just a moment's suspense, and then the fourth reel clicks into place, which announces the position of the horse, such as win, place or show. Then the fifth reel clicks into place and gives the win, place and show odds for the race. The horses may line in either win, place or show position. Odds run from two to one to fifty to one with large liberal odds predominating. A complete gray horse is the daily double, and it pays double odds. Thus the player has at all time the chance of making odds as high as 100 to 1.

Theatricals are a boon to the insane.

The month's award for dexterity goes to the unnamed dip at Cleveland, who picked the pocket of a passenger on a merry-go-round.—Jacksonville (Fla.) Journal.

ROLLER BEARING
Percentage Regulators



MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, $5.40 per dozen, $40.00 per hundred. No. shipments made without reasonable deposit.

M. T. DANIELS
1025-1027 University Ave.
Wichita, Kansas

TRADE IN YOUR USED DAVAL PENNY PACKS

We'll Give $8.75—HALF PRICE—(original price $17.50) for each Daval Penny Pack when traded in on Daval's New Sensation . . .

• • REEL "21" • •

Operators everywhere acclaim REEL "21" as the greatest money-maker ever set on a counter. It is the long life, steady profit maker that you need. And what an opportunity to get REEL "21."

Ship us your Penny Packs prepaid (limit 10 to each operator) and we'll credit you $8.75 each for them toward the purchase of REEL "21," making this greatest of all counter games cost you only $15.00 each in cash. One Penny Pack will be accepted on each REEL "21" purchased up to 10. Mail your check for the $15 balance on each game, or we will ship C.O.D.

FIRST TIME IN HISTORY

. . . that a Distributor offers half the original cost on a year-old game when traded in on the "hottest" counter game of today . . . dared only by ELECTRO-BALL, the house of liberal trades.

Offer expires October 1, 1936; and because of duty costs is limited to the United States.

ELECTRO BALL CO., Inc.
DISTRIBUTORS 1200 CAMP DALLAS

"Opulent Wedding of Big Business and Show Business" Lures Movie Stars to Air Valves at Colossal Fees

Hollywood Becoming National Bradcastinp Center As Advertiseas Compete for Film Talent

That national advertisers "will pay nearly $100,000,000 to the eight U. S. networks, 561 stations, for time rental alone" in the coming year, together with $51,000,000 more for radio talent is revealed by "Time" Magazine, which, in its current issue published today, surveys broadcast sponsorships now contracted for the Fall and Winter season. Simultaneously, "Time" declares that the "most significant fact of radio listings is the increasing tendency of some of the biggest and smartest advertisers to get their glamour this season at the nation's glamour headquarters; Hollywood," pointing out that "a dozen important programs are scheduled to be regularly broadcast from the cinema capital this season, in comparison with last season's four or five.

Clark Gable, Marlene Dietrich, Jack Oakie, Helen Twelvetrees, Lily Pons, Joe E. Brown, Ginger Rogers, Brian Aherne, Joan Crawford, Franchot Tone, Myrna Loy, Jean Harlow, Marion Davies, Gloria Swanson, Fred Astaire, Jackie Cooper, Polly Moran, Hoot Gibson, Jack Holt, Elissa Landi and Anne Shirley are among the Hollywood stars whose voices will go out over the air this year variously in advocacy of soaps, cigarettes, motor cars and railway companies.

Simultaneously, with major automobile companies still engaged in a battle of symphony orchestra programs, it is emphasized that radio's newest feature will be the introduction of a weekly concert by the Philadelphia Symphony Orchestra, which, under sponsorship of the Chase National Bank, the First National Bank of Chicago and banks in Des Moines, Detroit and other cities, will offer "Poet and Peasant", "Fingal's Cave" and other suitably extensive and respectable orchestration by way of institutional advertising.

* * *

Describing the coming season as "an opulent wedding of Big Business and Show Business", "Time" points out that of the $100,000,000 to be expended by national advertisers on radio this year, "the stations will plow back less than $10,000,000 on sustaining (non-commercial) programs".

"It will take another $51,000,000 to pay the vaudeville, theatrical and cinema talent which this year will p u m p commercial entertainment through the 26,000,000 loudspeakers of the land," the article continues.

"It had taken a summer of wangling and finegling between talent agents, time salesmen, admen and sponsors to line up the 1936-37 radio season, which by last week manifested the following high spots:

"Proctor & Gamble was to continue to rent the largest amount of air time. With 12 hours and 15 minutes a week on National Broadcasting networks, P. & G. will spend some $3,000,000 this year on seven different programs to plug Oxydol, Ivory Soap, Camay, Chipso, Crisco.

"American Tobacco . . . purports to present the week's 15 most popular songs . . . promises to give a carton to every listener who correctly predicts in order of popularity the first three songs. By last month, the 'Lucky Strike Sweepstakes' had used 150 tons of application blanks. Biggest week drew 6,500,000 replies. Biggest weekly give-away was 43,000,000 cigarettes . . . Mr. Hill is using every station of N. B. C.'s combined Red and Blue networks, at a weekly cost of $22,000 for a full hour on Wednesday nights, repeats the show three evenings later for another $18,395 over the entire Columbia chain.

"Ford . . . is currently paying for time at the rate of some $1,800,000 a year. This season the Ford Symphony Orchestra will grind out time-honored classics on Sunday nights under such conductors as Victor Kolar, Eugene Ormandy, Alexander Smallens, Fritz Reiner. Fred Waring's band and entertainers will go after the young folks in half-hour periods, one on N. B. C., one on C. B. S., at other times in the week. For such talents Henry Ford will probably pay another $750,000 a year after settling up with C. B. S. and N. B. C.

"Walter P. Chrysler . . . Major Bowes will move his show from Sunday to Thursday nights from N. B. C. to C. B. S.

"Chase & Sanborn . . . this season's most unusual program may be 'Good Will Court' in which downhearted folk step up to a microphone, tell their personal difficulties to municipal judges who pass out good advice . . . this program begins for its coffee client next fortnight.

"Lux . . . last June the Lux program moved to Hollywood . . . on a talent budget whose maximum is said to be $15,000 a week.

"Camel . . . On the heels of the Lux hour, the 'Camel Caravan' trekked to Holywood for a new start last June. Resulting show was a 'clambake' (radiomen's term for a program with many unrelated items). So well had Clark Gable helped to launch Lux in California that he was signed to appear in Camel's opening Hollywood show, $6,250 the fee. By the terms of his M. G. M. contract, actor Gable may now make 4 annual commercial appearances. This year's two remaining broadcasts have already been engaged by Camel. The monetary windfall comes in handy, even for one who earns some $150,000 a year from screen work.

"Texaco opens its autumn radio season with banjo-eyed Comedian Eddie Cantor and his company of funny men on C. B. S.

"Packard announced that Dancer Fred Astaire would represent its cars this Autumn in 26 weekly one-

hour broadcasts for a reported weekly $5,000.

"Delaware, Lackawanna & Western Coal Co . . . 13-year-old Jackie Cooper, last week landed a $10,000 a week contract and had to have it approved by the Court. Actor Cooper will next month make a series of recorded programs.

"Campbell Soup . . . Hollywood Gossip Hearst's Louella O. Parsons landed herself in the big money last year as guiding spirit of Campbell Soups' 'Hollywood Hotel'. Next week, Norma Shearer will appear in the soup program as Juliet.

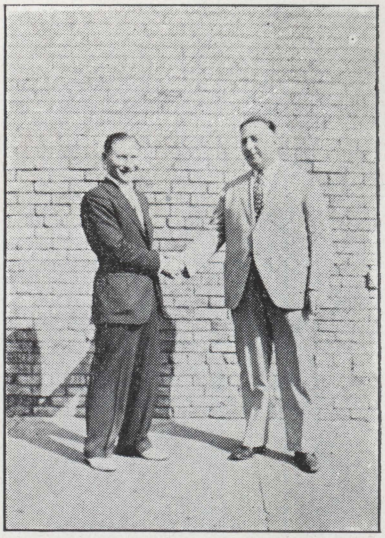
* * *

With radio thus definitely established in Hollywood, "Time" continues, "cinema actors gaze bug-eyed with joy at 'Variety's' report that '(Radio) salaries of $10,000 and over for individual names for single performances may be paid,' and that 'over a 39-week season . . . the lowest requirement for Hollywood shows alone will be in excess of 1,000 names.' Only croaking voices in Hollywood's radio boom were those of film exhibitors, who claimed that on nights when cinema stars were broadcasting, their theatres were sparsely attended. In the Midwest, in Southern California, in Arizona, Colorado, New York and New England, the embattled members of the Motion Picture Theatre Owners of America protested bitterly to studios for permitting stars to go on the air as well as the screen. Admen's attitude on the exhibitors' yowl to the studios was summed up last week in a four-word 'Variety' headline: Radio Just Doesn't Care."

GOOD COLLECTIONS REPORTED ON BALLY'S "BLUE BIRD"

First collection reports on "Blue Bird" indicate that this new 1-shot changing odds payout game will be one of the most popular machines of the fall season, according to Jim Buckley, general sales manager of Bally Manufacturing Company.

"Reports now coming in," Jim stated, "show an even higher earning average than Jumbo and Bally Derby in similar locations. The "extra dividend" lights, whereby each and every pocket can pay a mystery gold award of from 5 to 40 free games in addition to the regular award of from 2 to 30 free games, is proving a sensational hit with players. This feature, plus the changing odds, means that any hole on the board can pay a 70 to 1 top award; and it is this possibility that is resulting in tremendous repeat play for 'Blue Bird.'"



Bill Gersh of New York being greeted by S. H. Lynch, president of Electro Ball Company in Dallas. Bill says that the week he spent in Dallas was one of the most momentous in his life. Yoo, hoo, Tillie.

A MARVELOUS MONEY-MAKER . . . .

ROTARY Merchandiser

48 in. High
30 in. Wide
30 in. Deep
Wt. 325 Lbs.

ROTARY Merchandiser is, we believe, the fastest, simplest and most fool-proof money-maker in the premium field. It's much faster than a digger, and requires no special "dressing." Your profit is protected by mechanical percentage.

ROTARY Merchandiser is cheat-proof and needs no anchoring or weighting down. Tilting automatically shunts delivery chute, and merchandise drops into compartment inside cabinet. No complicated mechanism.

Put your name on the order list at once, to insure prompt delivery.

ELECTRO BALL CO., Inc.

Distributors **1200 Camp St.** **Dallas, Texas**

Fort Worth Waco Oklahoma City
San Antonio New Orleans, La.
Houston Wichita Falls Memphis, Tenn.

It's like a "MELODY from the SKY" ON A Symphonola®

Jan Garber
"Idol of the Air Lanes"
Courtesy
Decca Records, Inc.
and
Music Corp. of America

Fine tone reproduction is so essential to successful music operation! Your patrons want *good* music—and they'll pay for it—if it's *good.*

For over thirty years, the J. P. Seeburg Corporation pioneered and successfully produced every major development in coin operated automatic phonographs. Certainly, this leadership can be relied upon to give you the very best.

The new SEEBURG HIGH FIDELITY SYMPHONOLAS are the finest achievements in the entire field. See their distinctive beauty—listen to their realistic tone. You will agree that every recording is like a "Melody From the Sky."

MODEL "C" and "D" MODERNISTIC

Model "C"—Standard Equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. 12 Record Selectivity.

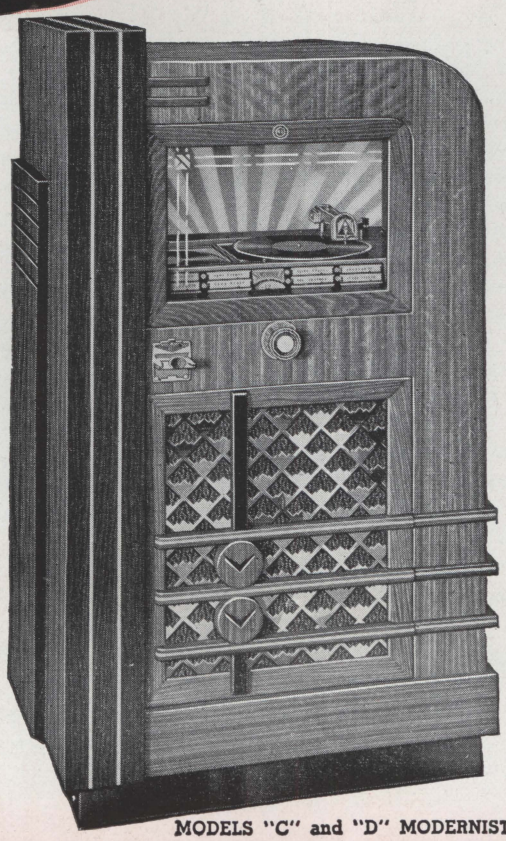
Model "D"—Deluxe—7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. 12 Record Selectivity.

MODEL "B"

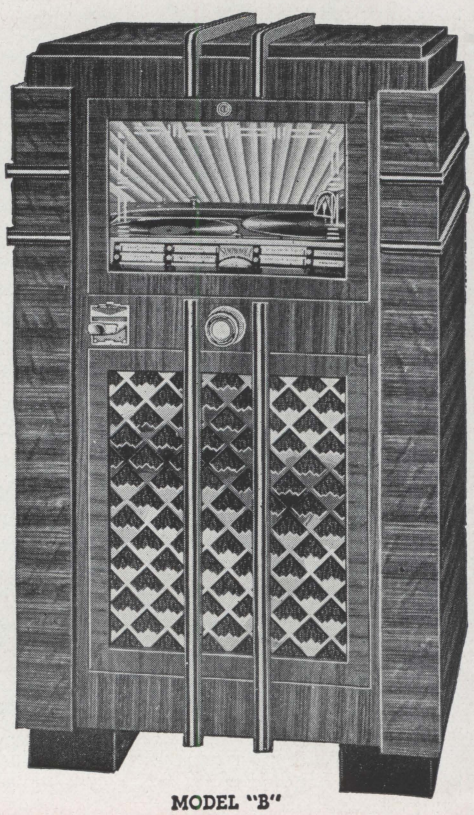
5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.

SUPER DELUXE MODEL "F"

3 Super Dynamic Speakers . . . 9 Tube High Fidelity Amplification . . . Designed to take Microphone Attachment with Extra Speaker for Public Address Systems—Orchestral—Vocal, etc. All Metal Chrome Finished Grill 12 Record Selectivity,



MODELS "C" and "D" MODERNISTIC



MODEL "B"

THE SEEBURG FRANCHISE

SUPER DELUXE MODEL "F"

Listen to Jan Garber and his Orchestra play "Melody From the Sky" and other popular hits on Decca Records.

Photographs, Courtesy Decca Records, Inc., and Music Corp. of America.

Southern SEEBURG Representative

ELECTRO BALL COMPANY, Inc.

Main Office: 1200 Camp Street, DALLAS, TEXAS

Oklahoma City · Waco · New Orleans · Fort Worth · Houston
San Antonio · Wichita Falls · Memphis

J. P. SEEBURG CORPORATION

1510 Dayton Street CHICAGO, ILLINOIS

SEEBURG HIGH FIDELITY

SYMPHONOLAS

IS MORE VALUABLE!

WESTERN APPOINTS AL GUTH PRODUCTION MANAGER

"The Guth hangs high" at the plant of the Western Equipment & Supply Company. Albert Guth, acknowledgedly one of the outstanding and most informed production men in the automatic industry, has been appointed production manager of the Western firm, by its owner, Jimmy Johnson.

Mr. Guth has seen and experienced the transition of the automatic industry from a comparatively small business in the past, to the gigantic industrial power of the present. Many of the modern improvements found in the de luxe equipment produced today were invented and practically worked out by Mr. Guth. Previous to his connection with the Western Equipment & Supply Company, Mr. Guth was production manager of Genco, Inc., in which capacity he served for 4½ years.

In announcing Mr. Guth's appointment, Jimmy Johnson stated, "The problems which confront a manufacturer are innumerable. However, the minimizing of these problems is attained only by using the very best men in their respective capacities. If I didn't say another word, that, in itself, would be a tabloid description of the high esteem in which I hold Mr. Guth. Now that Mr. Guth is connected with my organization, I am frank to admit that I have always secretly admired his excellent ability in handling production under all conditions. I, for one, have always been exceptionally interested in production, feeling that this is the major operation in any manufacturing business. Although the Western Equipment & Supply Company has always maintained a high standard of quality production, I feel sure that under Mr. Guth's direction, we will go still further in this respect."

News hawks continually complain about the hardships they are put to in order to secure interviews with celebrities, such as Greta Garbo, George Bernard Shaw, and J. P. Morgan, but they have yet to run into Al Guth, a man who is all action and few words, which, after all, speaks loudest. We considered it quite an accomplishment when Mr. Guth stated, "The marvelous production facilities of the Western Equipment & Supply Company afford me an opportunity to put into operation many of the ideas which I have always wanted to work out. The entire layout of the plant is so arranged that fast production, consistent with high quality manufacturing is a comparatively easy task. The new line of automatic equipment which is in the process of production, is admittedly the best I have ever seen. This applies both from the mechanical and operator's point of view. You can tell all of my friends in the business that I am very enthused with my new position, and hope that I can justify Mr. Johnson's confidence in my ability."

Mr. Guth is married and has a three-year-old baby boy, who, he claims, is already a "wiz" at production. Just a chip off the old block, eh Al!

F. C. EWING CO.
The Operator's Friend
Triple Cleaned Peanuts
Cashew Nut Meats
Fancy Grade for Vending Machines
ALL NUTS ROASTED AFTER ORDER RECEIVED
Write for Prices
AMERICAN CHEWING PRODUCTS
¾" and ⅝" Ball Gum
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

BALLY-ROLL SHOWN IN ACTUAL COLORS

"It's for the benefit of those jobbers who can't keep their samples long enough to show customers!" That is how Jim Buckley, general sales manager of Bally Manufacturing Company, characterizes the full-color Bally-Roll poster recently sent to jobbers throughout the country.

"The demand for Bally-Roll has been so great," Jim explained, "that jobbers have been unable to keep samples on their floors. Some operator, anxious to increase his Bally-Roll operations, begs the jobber to sell his last sample, and as a result the jobber is without a sample until his next shipment arrives. The full-color circular will enable jobbers to show Bally-Roll in all its glory, although no printing process can do justice to the beauty of the machine —particularly the gold accents in the design and the gold-stippled finish of the cabinet."

"Also it should be remembered that, while 'beauty is only skin deep' it's the 'innards' of Bally-Roll—that and its phenomenal earning power which is making the biggest hit with operators. Many Bally-Rolls on location now for over six weeks are running as smooth as ever. Although subjected to terrific play, and in some cases even abuse, these machines have required only minor adjustments. As to earning power, the reports continue highly favorable. Jimmy Passante, for example, of J. & J. Novelty Company, Detroit, recently told me of a Bally-Roll that grossed $58.00 the first day and has kept up around that figure ever since the machine was installed. It is very evident that Bally-Roll, like all Bally games, has that 'certain something' which players go for."

Dave Robbins and Ted Stoner enjoying themselves at Jones Beach, New York.

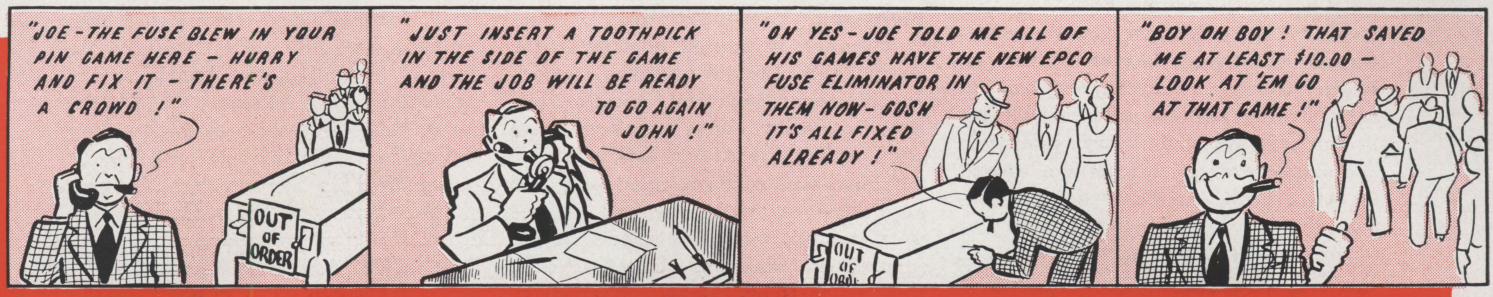
PIN GAME CHECKS
FOR
Payout Tables, Pin Games, Bells, Jack Pot Games, etc.
Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

CASH VALUE ON

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices
Terms—One-third Cash—Balance C.O.D.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

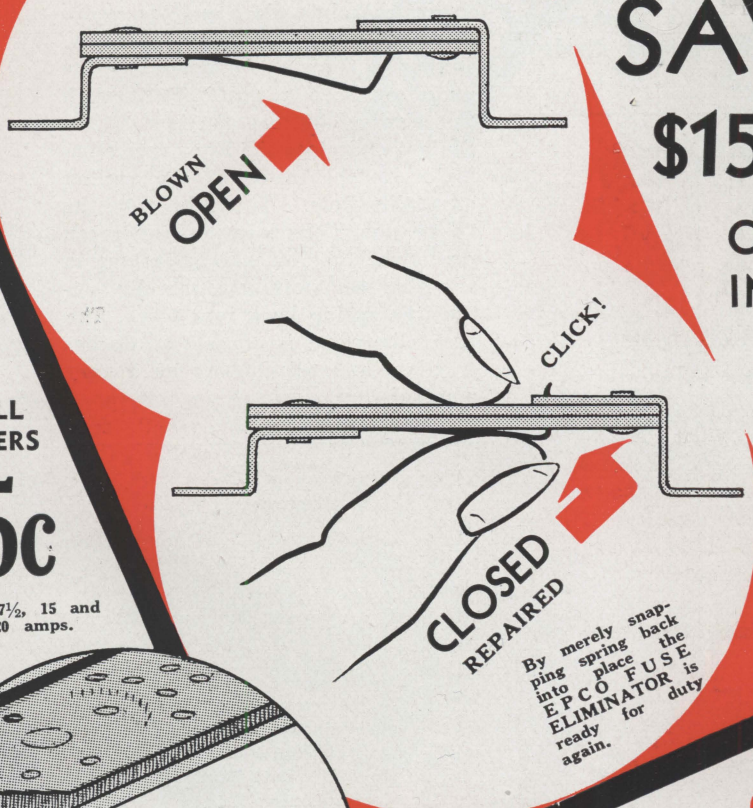
BLOWN OUT FUSES DON'T WORRY OPERATORS NOW
NEW-SIMPLE DEVICE DOES AWAY WITH ALL FUSES!



Operators Agree *the* EPCO FUSE ELIMINATORS

NOW STANDARD EQUIPMENT ON MANY ELECTRICALLY OPERATED GAMES AND DEVICES

In the event of an overloaded or short circuit a contact springs open.



By merely snapping spring back into place the EPCO FUSE ELIMINATOR is ready for duty again.

SAVES THEM UP TO $15 A GAME YEARLY

OPERATORS CAN EASILY INSTALL IN JUST A FEW MINUTES:

A tiny hole should be drilled through the side of the cabinet and the fuse mounted right over it. Then when an EPCO FUSE ELIMINATOR "blows" all the location owner has to do is to insert a toothpick into the hole and push the contact spring back into place. No more out of order signs on games now because of blown fuses.

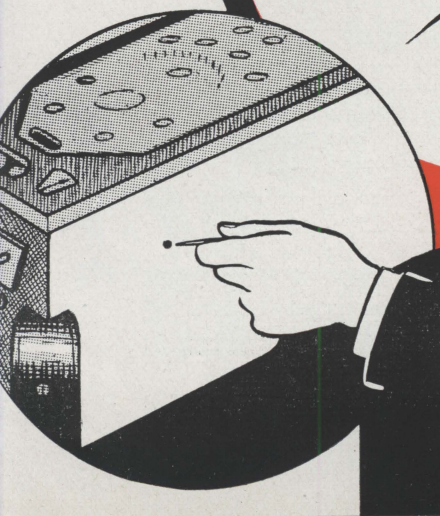
AT ALL JOBBERS

75c

5, 7½, 15 and 20 amps.

MADE BY THE MAKERS OF

Electropak



ELECTRICAL PRODUCTS CO. Inc.

6527 RUSSELL STREET · DETROIT, MICH. — CHICAGO OFFICE : 628 W. JACKSON BLVD. NEW YORK OFFICE : 152 WEST 42ND STREET

LANDING LOCATIONS THEME OF BOOKLET ON BALLY-ROLL

How a certain smart operator obtained additional locations for Bally-Roll, how he overcame "location inertia" and particularly how he got around the question of size—this is the subject of "X Marks the Spot," an interesting booklet recently released by Bally Manufacturing Co. In a series of humorous 'short, short' stories, each a brief drama of salesmanship, the booklet gives helpful pointers on the problem of convincing the merchant.

In one of the stories, the operator buys out the contents of a bargain counter in order to dramatize the slow profits earned by the counter in comparison to the earnings he promises if the location-owner will take out the counter and install a Bally-Roll.

Although presented in story form, the booklet is based on actual experiences, according to Jim Buckley, Bally's general sales manager. Jim adds that "Bally-Roll" continues to dominate the market, and the end of the tremendous demand is not even in sight. In fact, operators are turning up new locations every day. Also battery operations, where five or six Bally-Rolls are placed side by side, are just beginning to get under way. As this idea gains ground during the fall and winter, we expect our Bally-Roll volume to climb even higher than at present.

INCREASE PRODUCTION ON BALLY "BLUE BIRD"

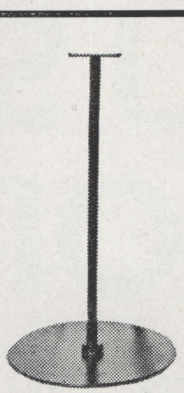
Heavy fall buying is now in full swing, according to Jim Buckley, general sales manager of Bally Manufacturing Company, who cites as evidence the volume of orders being received on Bally's new "Blue-Bird" one-shot payout game.

"Production on this new winner is being doubled," Jim stated, "to take care of the demand. Operators report players wildly enthusiastic over the Blue-Bird 'extra dividend' idea, whereby a winner can pay up to 30 to 1 regular award plus as high as 40 to 1 extra gold award. And, furthermore, this 70 to 1 winner can be made on any hole on the board. If that isn't a knockout idea for stimulating repeat play, I don't know what is. And to judge from collection reports now coming in, 'Blue-Bird' is the strongest repeat play getter since Bally Derby.

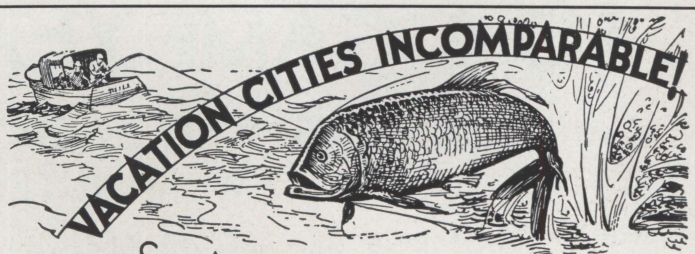
GERBER AND GLASS BOOST ELECTRICAL PRODUCTS

Gerber & Glass now recommend the Electrical Products Company, Inc., products—Electrolok, Electropak and Adaptopak on all games.

Max Glass stated that he is enthused with the Electropak line, and is making this recommendation only after careful and intensive investigation. Gerber & Glass also suggest the new Epco fuse eliminator on all electrically operated games and equipment. This fuse eliminates the necessity of putting in old fashioned fuses which "blow out." In the event of an overload in the electric circuit, the new Epco fuse eliminator has a spring device in the center which merely "pops out." All the location owner does is to push this spring back into place and the equipment is ready for play instantly. Gerber & Glass recommend that the operators bore a tiny hole through the side or bottom portion of the cabinet and place the Epco fuse eliminator on the inside of the cabinet over this hole. Then, in case the fuse "blows" the location owner can repair the fuse by merely pushing in a match or toothpick, thereby setting the spring back into place. The fuse eliminator is on sale at Gerber & Glass and all jobbers at a very nominal sum.



IRON STANDS
FOR PEANUT AND BALL GUM MACHINES
PRICE
$1.35 Each
F.O.B. Fort Worth
Shipping Weight 20 Lbs. Each
F. C. EWING Co.
The Operator's Friend
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.



San Antonio and Corpus Christi! Where glorious sunshine, the blue of the Gulf, and every outdoor sport invite you to play the year around. And at each city a truly fine hotel home with rates surprisingly low.
JACK WHITE, *Operator*
PLAZA HOTELS

SAN ANTONIO AND CORPUS CHRISTI TEXAS

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS
Mr. Zilch says...
Why tolerate batteries when you can save their cost 10 times yearly by using
ELECTROPAK
ELECTRICAL PRODUCTS COMPANY, INC.
6527 RUSSELL STREET · DETROIT, MICH.
CHICAGO OFFICE 628 W. JACKSON BLVD.
NEW YORK OFFICE: 152 WEST 42nd STREET

AUTOMATIC WORLD

with

WURLITZER'S

SKEE-BALL

REG. U. S. PAT. OFF.

ALREADY
SKEE BALL
9 BALLS
320
5 CENTS
AMERICA'S GAME
50
40
30
20
10
WURLITZER'S

THE ACCEPTED LEADER

DESIGNED with exceptional play appeal *to be the leader* . . . styled with added eye appeal *to be the leader* . . . built more solidly and more substantially *to be the leader*—WURLITZER'S SKEE-BALL (Reg. U. S. Pat. Off.) has already attained its goal.

THE ORIGINAL "SKEE-BALL" . . . Operators have accepted it as the leader of all coin-operated bowling games because they feel that Wurlitzer's acquisition of the National Skee-Ball Company, creators and manufacturers of the original Skee-Ball, *gives Wurlitzer the knowledge necessary to build a game with the greatest play appeal*—knowledge based on National's tried and proven record extending over a quarter century for big, steady profits in the amusement park field.

OUTSTANDING VALUE . . . Operators recognize Wurlitzer's Skee-Ball as *the* outstanding value . . . not a game hurriedly designed to get on the market, but solidly built of fine quality hardwood, weighing 522 pounds—*and investment that will bring big profits long after games flimsily built of light woods and weighing some two hundred pounds less are thrown onto the scrapheap.*

A WURLITZER PRODUCT . . . They know that back of the Wurlitzer's Skee-Ball (Reg. U. S. Pat. Off.) are the same unlimited facilities—the identical fair policies and methods that have led operators to buy more Wurlitzer-Simplex Automatic Phonographs than all other makes combined!

FAIR POLICIES . . . When you buy the Wurlitzer Skee-Ball, you know that Wurlitzer will protect you just as they have protected operators on the Wurlitzer-Simplex Automatic Phonograph. Operators know that *Wurlitzer never sells locations direct* but, on the other hand, Wurlitzer spends tens of thousands of dollars in advertising to get the best locations for Wurlitzer operators.

Why not line yourself up with the leader and share the profits of leadership? Confidently we say—"You will make more money with Wurlitzer's Skee-Ball (Reg. U. S. Pat. Off.)." Write, wire or phone for details at once.

THE RUDOLPH WURLITZER MFG. CO. NORTH TONAWANDA, N. Y.

SKEE-BALL

STEADY PROFITS

with

WURLITZER'S SKEE-BALL

REG. U. S. PAT. OFF.

J. & A. MUSIC COMPANY
A. A. SEGER, President
Coin Operated Amusement Machines

Monroe and R. R. Aves
ASBURY PARK, N. J.
Telephone 797

Operators of
PIN GAMES
ELECTRIC CRANES
Automatic PHONOGRAPHS
CIGARETTE VENDING MACHINES
PREMIUMS

August 24, 1936

The Rudolph Wurlitzer Mfg. Co.
North Tonawanda, New York

Gentlemen:

Replying to your letter August 17th asking my experience with coin operated Skee Balls, I am finding these to be among the biggest money makers I ever operated.

The machines I have on location are averaging $60.00 per week. The best location is taking in $117.00, and the least profitable location is showing $45.00 every week.

As you know, I have been operating Skee Balls, the type that is supervised by an attendant, in amusement parks, for years. So I know the game is not a fad. I know the game month and year after year. It is played month after month and year after year. It is a permanent money producer. For this reason, I do not regard Skee Balls as an untried and unproved experiment. Instead it is a game that will bring steady profit for years to come without requiring prizes and other rewards. The skill and fascination of the game are enough inducement to keep players' interest.

Please be sure to ship another carload of Skee Balls this week, as I have a great number of locations waiting for them.

With kindest regards, I am

Yours very sincerely,
J. & A. Music Company
Arthur A. Seger

AS/ED

Wurlitzer's Skee-Ball ushers in a new era of big, steady profits. Locations are already taking in all the way from $3 to $5 an hour. And it's all profit—because Skee-Ball is an athletic game—people play just to beat each other's scores. No need for prizes or awards that eat into your income.

Get in on the ground floor. Put yourself on "Easy Street" with a small investment. Your first Wurlitzer Skee-Balls will quickly pay for themselves—enable you to finance more until you own a Skee-Ball in every big pay location in your territory. Then you can sit back and watch the profits roll in, for Skee-Ball (Reg. U. S. Pat. Off.) is a game that holds its appeal and keeps right on earning a handsome income for you.

The Rudolph Wurlitzer Mfg. Co., N. Tonawanda, N. Y.

New Locations For Skill Games

By J. J. STAPP

A man who makes his living by the peripatetic, or walking about, method must keep his eyes open. That's what I do—walking around to see what I can write about. In looking over first one thing and then another in this fair land of ours, I see a woeful lack of imagination on the part of pin game people.

This fertile field has been tapped only in isolated spots. Being a small-circuit champ who averages around two bits per day in pin game sports of one kind or another, I wonder why some of the locations I've seen haven't been exploited on a wider scale. Perhaps you folks are happy to take what you can get out of the perpetual round of drug stores, pool halls, beer gardens, night clubs, and let the rest go by the boards. If so, read no more.

But being a fan—my wife says sucker—for pin games, I've got to get this off my chest because I want to sing some praises for the men who have located good games at places I've been—which places are herewith revealed in the hopes you all will go out and locate some games in kindred spots. If you do, you'll be sure to get more of my nickles.

Salesmen Go For This Location

Last year in Salt Lake City I spotted a very fine soda fountain in a drug store. There were plenty of games around about but the one that paid out heaviest for this store was down in the basement. I found it just outside the manager's office. "How come?" says I. "Salesmen," says he.

"We installed two games where the salesman could play them while they were waiting to sell me something," the proprietor continued, "And those two do an average of about three dollars a day more than any two upstairs. The set-up is perfect; here the salesmen are, sometimes three and four deep, waiting to get into the buying office. They keep both games busy practically all day. We figure the location is also a good one from the standpoint of space. This space doesn't help pay rental, as does upstairs floor, and yet it draws a bigger return because almost everybody coming into the basement is a potential player."

The writer thus learned a first exception to the rule that games must be located where traffic is heaviest if they are to pay out. Then one day in Los Angeles a mystery movie sent him to the gents' lounge, to smoke a cigarette. In the main foyer he beheld three games, all well patronized.

Hunting up the theatre manager, it was further revealed that there were two beautiful games backstage. The theatre used a pit band of sixteen pieces and the stage shows averaged about thirty people in the various acts. But every one of these people, most especially the orchestra boys, was an ardent pin game fan so that about forty-five people produced fine revenue for two games. In the parlance of the theatre, the spot was a "natural".

A Demand Performance

It was further observed that a downtown music store where the boys from this and other bands liked to hang out was doing a demand performance with skill games. The manager of the store had been somewhat reluctant to put in the games but after the boys demanded them he was able to smile at the nice profit they were showing. The point to all the above is that here were locations no skill game man had suspected. Nobody tried to sell the drug store manager, the movie manager, or the music store. What, we ask, might not have been the result if somebody had tried selling?

There must be in every city of any size at least twenty or thirty good locations similar to the games for salesmen mentioned above. Why doesn't someone go after them. Every theatre lounge should be a fair location, and every music store where musicians congregate in any number, to tell each other how good they are. While the clientele is limited, they are almost without exception pin game fans of the first water.

Those Who Wait Will Also Play

Having talked to several thousand automobile dealers, service station men, garage foremen, etc., in my peripatetic pursuits, I was agreeably surprised one day when I saw a pin game reposing in the waiting room of a large automobile dealer. Needless to say, I made for it and spent the day's quota on the next machine I saw.

This dealer, like many another, had fitted out a waiting room on the service floor of his establishment, wherein people might rest their weary dogs while a mechanic delved into their automobile innards. It was well equipped for resting and relaxation—soft chairs, magazines, nice lighting, and the pin game. The dealer said the game paid for upkeep on his fine waiting room, and a bit more. Principally, however, he had it there to amuse persons. It was sound psychology to keep people happy; their waits did not then seem so long.

The Woman Player

The female of the species is often more deadly than the male when it comes to skill games. Most manufacturers and agents seem to have marked the woman down as a minus quantity in so far as special exploitation is concerned. Yet in Inglewood, California, is a beauty shop that has, or had the last time I looked, several up-to-the-minute pin games that receive quite a play from their women customers.

There's nothing like a few nickles in the slot to dry the hair quietly, quickly, and efficiently! Women, the proprietress reported, while they like to sit as well as men, soon grow tired of thumbing through movie magazines while waiting their turn, or waiting for any of the other reasons why you see plenty of chairs in the front section of any beauty parlor. So she merely removed a few chairs and substituted games. The women like them; they don't feel as self conscious about playing as they do in the masculine atmosphere that pervades most pin game locations. And the shop is showing a good return on them, as is the man who owns them.

Although I've never been in a waiting room of a department store, it seems to me that here would be another good location to obtain the women's wayward nickles. I've seen several coin machines of various types in men's wear stores—put there not so much for profit as for the fact that they will draw in many men during the lunch hour. Thus, the coin machine operator has another selling point—the use of his merchandise as a traffic builder.

(Continued on page 71)

Wurlitzer Skee Ball Introduced to Northwest Operators at Seattle Banquet

On August 14th, Fred Fields introduced the Wurlitzer Skee Ball to Western Washington operators at a banquet in Seattle's New Washington Hotel. In the course of his remarks, Mr. Fields called particular attention to the fact that the Wurlitzer Skee Ball was the original Skee Ball, Wurlitzer having purchased the patents from the National Skee Ball Company of Coney Island, originators of the game. He pointed out that National had been selling Skee Ball as an amusement park device for many years and that Wurlitzer was able to capitalize on National Skee Ball's long and successful experience.

"We knew how to build the kind of game that would have the strongest play appeal," continued Mr. Fields. "We were in a position to offer a tried and proven product."

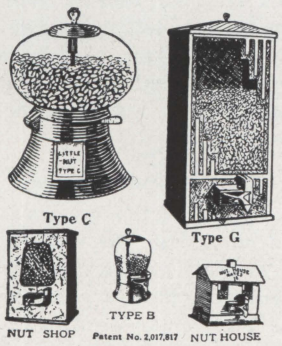
"Because of the head start that this experience gave us we were able to quickly perfect the product to make it suitable for big volume production, in contrast to the relatively limited production of the old National Skee Ball Company," explained Mr. Fields.

"We refused to be stampeded into shipping large quantities of 'Skee Ball' until the improved coin operated Skee Ball, as manufactured by us, measured up in every particular to the exacting standards which Wurlitzer sets for every product bearing the Wurlitzer nameplate.

"Today, Wurlitzer has the first perfected coin operated Skee Ball produced on a production basis and can guarantee quantity shipments," concluded Mr. Fields. "We are set up to deliver thousands of machines —machines packed with play appeal—constructed to stay on the job and to keep on harvesting a continual stream of nickels without service interruptions—a sure-fire, permanent profit producer."

To back up his talk, Mr. Fields exhibited the Skee Ball for operator inspection and approval. The enthusiastic reception accorded the showing and the deluge of orders that followed the meeting proved beyond any doubt, operator confidence in the tremendous profit possibilities of the Skee Ball—unanimous belief that it would rival the famous Wurlitzer-Simplex Phonograph as a big money-maker.

Jack Morgan, left, and Vonie Haile, right, of Four States Amusement Company, Texarkana. Vonie has been given the title of "Texas' Official Greeter" by Bill Gersh of New York City.



LITTLE NUT VENDOR CO.
Lansing, Michigan

FACTORY PRICES ON LITTLE NUTS

Type B	$2.50
Type C	3.50
Type G	3.50
NUT HOUSE	3.00
NUT SHOP	2.50

50c extra for postage on samples

LITTLE NUT VENDOR CO.
LANSING, MICH.

BARGAINS! BUY NOW!

TREASURE ISLAND	$ 7.00
PUT 'N' TAKE	10.00
SPORTSMAN	10.00
DO OR DON'T	12.50
DO OR DON'T (Rebuilt)	7.00
PEARL HARBOR	12.50
TROJAN	25.00
SUNSHINE DERBY	35.00
DOUBLE SCORE	35.00
BALLY BONUS	40.00
ALL-STAR	40.00
TYCOONS	50.00
PAMCO PARLAY	50.00
BALLY DERBY	50.00
PAMCO CHASE	60.00
CHALLENGER	60.00
GALLOPING PLUG (1 nickel play, 2 to 8 numbers)	65.00
MULTIPLE	70.00
PARAGON	75.00
PAMCO BALLOT	75.00
DAILY RACES (Mystery Slot, single coin play)	85.00
SARATOGA	90.00

E. & M. AMUSEMENT CO.
210½ North Main Street — HOUSTON, TEXAS

The W. J. McDonald Observatory, the bequest of a Paris, Texas, banker, is being erected on Mt. Locke (altitude 6,790 ft.), 17 miles northwest of Fort Davis, and is expected to be complete in 1938. Its 82-inch telescope is one among the world's largest. The observatory belongs to the University of Texas, but is to be manned by the University of Chicago under a special agreement.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

OUTSELLING ALL OTHER MAKES!

ACCEPTED BY THE OPERATORS AS

"THE BEST GAME OF ALL"

BOWLETTE operators are "netting" from $50 to $100 a week per game. But don't think that "just any bowling game" will be as popular or will produce these earnings. It has been proven on over a thousand locations that **BOWLETTE** can do a real "bowling job."

DE LUXE CABINET - PFRFECT MECHANISM

- **POSITIVE BALL COUNTER**
- **BOWLETTE IS CHEATPROOF**
- **BOWLETTE IS NOISEPROOF**

"It's better to buy a Bowlette than to wish you had"

WIRE or PHONE **IMMEDIATE DELIVERIES** Thru Southwestern Keeney Distributors or Direct

J. H. KEENEY & CO.

2900 S. Michigan Ave.
CHICAGO, ILL.

KEENEY'S BOWLETTE

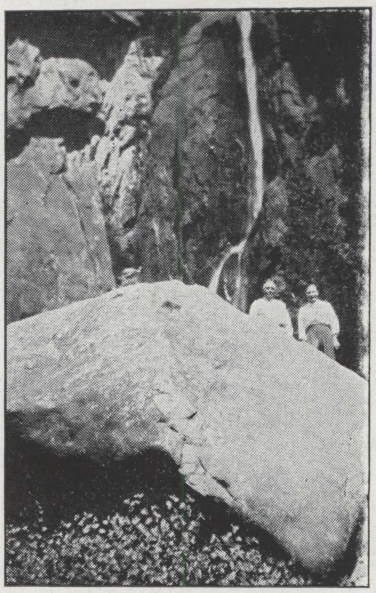
SAKER AND HOFFMAN VISIT GERBER & GLASS

Joseph Saker and Harold Hoffman of the Atlantic Novelty Company, Warren, Ohio, spent many profitable hours inspecting the large stock of automatic equipment displayed in the showrooms of Gerber & Glass. These two veterans of the automatic industry were especially interested in Reel 21, Daval's counter game which is so successfully handled by Gerber & Glass. To date Gerber & Glass have sold over 18,000 Reel 21's with the remarkable record of not having one machine returned to them, in view of their liberal 7-day free trial offer.

According to Mr. Max Glass, partner of Gerber & Glass, never in the history of the business has a more spectacular offer been made to the operators. He pointed out that in addition to the 7-day free trial, which his firm offers on every machine shipped, the Daval Manufacturing Company backs the machine up with an unconditional guarantee as to mechanical perfection. The 18 states which Gerber & Glass represent for the Daval Company have flooded them with orders and re-orders for Reel 21.

Mr. Gerber stated that the most remarkable thing about the sale of Reel 21 is that it enjoys such tremendous popularity in all territories. He claims that usually a game will get especially good in one territory and just do a fair job in others. He attributed the universal popularity of Reel 21 to the fact that the Daval Company has included in this counter game features that captivate and hold the players' interest.

Mr. Saker and Mr. Hoffman stated that the many operators who bought Reel 21's from the Atlantic Novelty Company on the average had their original investment returned to them in less than 3½ days. Confirming Messrs. Gerber & Glass' enthusiasm for Reel 21, the two gentlemen from Warren, Ohio, were of the opinion that the Daval Company has produced one of the most successful coin operated counter games they have ever seen.



Bill Gersh and Al S. Douglis of Daval Manufacturing Company, at the "Bridal Veil Falls" Yosemite. (P. S.—This is NOT the Hell-Hole of America).

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS

does this make sense?

Old fashioned operators still use batteries when they can do away with them forever with

ELECTROPAK

ELECTRICAL PRODUCTS COMPANY, INC.
6527 RUSSELL STREET · DETROIT, MICH.
CHICAGO OFFICE: 628 W. JACKSON BLVD.
NEW YORK OFFICE: 152 WEST 42ND STREET

JACK KEENEY'S MAN BECKER PASSING OUT OF CIRCULATION

Good bye, boys, he's going to get married in October—Good bye, girls, he's going from sunshine to—? But Ray Becker of the J. H .Keeney & Company is convinced that life will be an "Elysian" when he joins hands in marriage with the as yet mysteriously beautiful young widow from St. Louis. Love is a marvelous thing, Ray, but those "St. Louis women" and their proverbial diamond rings need plenty of attention. You're in, Ray, because the banns have already been published and the lady fair will soon be yours. To the future Mrs. Becker, knowing Ray as we do, we must confess that she is a very lucky woman. Having the utmost confidence in Ray's ability to choose a wife, we know that she must be graciously endowed with Ray's sterling qualities. Congratulations—the best of luck!

It's a wise man that does not waste time in regrets of Yesterday.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

PIN-GAME HEADQUARTERS

There's a color and a sparkle about Hotel Sherman that appeals to pin-game men. They like its location right in Chicago's brilliant Rialto—they like its convenience to stores, offices, theatres, and all business contacts. The fine food, the comfortable rooms, and the low rates have a definite appeal. And when they drive—they like the fact that they can drive right into Hotel Sherman.

HOTEL SHERMAN
1700 ROOMS—1700 BATHS from $2.50
CHICAGO

HOME OF THE INTERNATIONALLY FAMOUS
COLLEGE INN

featuring the ICE CARNIVAL on 1,000 feet of REAL ICE

When the Thermometer Drops More Pennies Drop Into Venders--Vending Profits Go Up

With the coming of cooler weather, vending profits take a decided upward swing.

Which makes this season a favorable time to strengthen your routes by replacing old type venders with the new, modern, attractive machines.

And of course, the general upswing in business has improved opportunities to enlarge routes.

Northwestern Venders possess the features that make vending an extremely profitable operation.

Northwestern Venders are smartly modern in design and color. Merchandise is attractively displayed. Mechanism is trouble-proof. Prices are low.

DeLuxe Vender on Display

Samples of the new Northwestern De Luxe Vender have just been received, and are now on display. We are now ready to furnish complete information about this new machine.

Machines Plus Service

Our interest in our customers goes deeper than making a sale. You will find us eager to lend every assistance to making your operation of vending machines return you full profits.

Visit our office and display rooms, or write us.

FOLSOM & BROWN

JACK FOLSOM FISHER BROWN

Headquarters for Better Venders and Better Merchandise

2702-04 Ross Avenue

DALLAS, TEXAS

P. S.—We're still "nutty" about the excellent quality of the peanuts and cashew nuts that are roasted in our plant under our close supervision. You are invited to write for samples and prices.

OPERATORS RESPOND TO REEL RACES VALUE

A great counter machine, one that is a proven big money maker, at an unheard of low price. Jimmy Johnson, owner of the Western Equipment and Supply Company, knew that all of the requisites of a counter machine as described above, are what the operators have always wanted but never received. If one could be produced to fill the bill, there wasn't a fraction of a doubt that it would gain the immediate acceptance of all the operators and consequently enjoy a tremendous sale.

Although Reel Races was ready for production many months ago, Mr. Johnson hesitated to offer it any sooner than he did because he wanted to make sure that when Reel Races was announced to the trade, that it could be publicized as the greatest counter machine ever devised at an exceptionally low price plus the added attraction that it is a proven big money maker on location.

The Reel Races counter machine which Western recently announced is the proven result of many new features which the engineering staff of the Western Equipment and Supply Company have introduced in a counter machine for the first time. From the most insignificant part of the machine to the beautiful design of the all metal cabinet, the Western firm is to be congratulated on this concrete demonstration of mechanical and design perfection.

The tremendous response which greeted the announcement of Reel Races again justified the knowledge, both from an engineering and sales standpoint, of "Jimmy" Johnson and his excellent staff.

Operators were quick to recognize the amazing value of Reel Races. The thousands of orders received are a convincing demonstration of the successful policy which has predicated the aggressive growth of the Western Equipment and Supply Co. as one of the leading manufacturers in the automatic field.

Any machine, whether it is a counter game, novelty pin table, automatic payout or deluxe equipment, such as Thorobred, is only offered after "Jimmy" Johnson is thoroughly convinced by actual tests that he is giving the operator the utmost in value and earning power.

Reel Races is a positive sensation on any bar or counter. Simple, thrilling to play, all the player does is insert a coin and press the streamlined lever. Silently the four reels spin and come to a positive jar-proof stop. If the numbers of the first two reels match, the third reel designates whether the player gets win, place or show. The fourth reel shows the award to the player on win, place or show. The player receives a ball of gum by pressing a convenient button.

Because of Western's gigantic production facilities, all Reel Races orders are being shipped immediately.

JIM VS. JIM IN BALLY-ROLL CONtest—Jimmy Stelle of Stelle & Horton, Houston, and Jim Buckley, general sales manager of Bally Manufacturing Co., snapped during "alley fight" which took place during Mr. Stelle's recent visit to Chicago. Reporters were unable to find out who made high score.

"Real 21"

The Thrilling "Old Army Game." Operators, don't fail to get in touch with us at once about your "Reel 21" machines. They are the biggest money makers you can buy and are getting a big play on locations.

Write or Wire Now!

Birmingham Vending Co.

2117 Third Ave., N.—Phone 3-2327

BIRMINGHAM, ALA.

GENCO, INC., FEATURES ELECTROPAK IN THEIR BANK ROLL BOWLING TYPE GAME

The Electropak was adopted as standard equipment for Genco's new Bank Roll bowling type game, after exhaustive research and tests. Genco wanted to be sure their game would be absolutely trouble-free and that the automatic electric control would be complete. A specially designed Electropak made specifically for Genco, takes care of all the electrical requirements of Bank Roll and eliminates the necessity of batteries.

Draper — These are especially strong shirts, madam. They simply laugh at the laundry.

Customer—I know that kind. I had some which came back with their sides split.

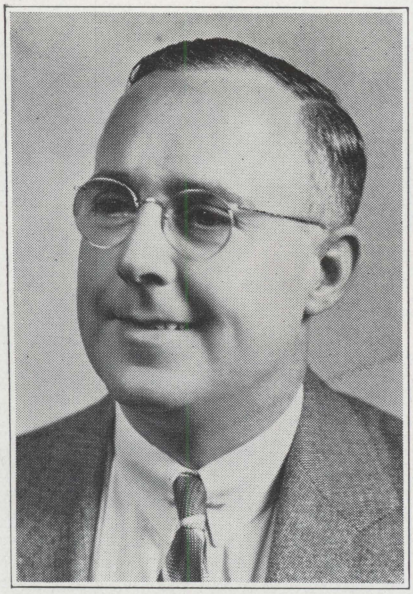
GUARANTEED Bargains in New and Used Equipment

Mills McCoy (Electropak)		$130.00
Mills 5c QT Vender, Comb. plus tax		62.50
Mills 10c QT Vender, Comb. plus tax		54.50
Mills 1c QT Vender, Comb. plus tax		57.50
Mills Ten Grand	(Used)	52.50
Mills Double Header	(Used)	52.50
Daily Races	(Used)	59.50
Jumbos	(Used)	49.50
Hialeah	(Used)	59.50
Gold Rush	(Used)	12.50

MILLER NOVELTY COMPANY

925 N.W. Sixth Street — P.O. Box 826

OKLAHOMA CITY, OKLA.



Harold E. Johnson

HAROLD E. JOHNSON HEADS CHICAGO OFFICE OF ELECTRICAL PRODUCTS

The background of Harold E. Johnson, Chicago manager of the Electrical Products Co., is rich with coin machine experience. From 1930 to 1935 Mr. Johnson was district manager for the Burgess Battery Co. Naturally this put him in active and continual touch with the manufacturers of electrically operated automatic equipment. In January of 1935 Mr. Johnson, because of his extensive knowledge of the problems which constantly confronted the field, was appointed special representative to the coin machine industry by Ray-O-Vac Battery Co. In January, 1936, when Mr. Chereton of the Electrical Products Co. was looking for a Chicago representative, he was referred to Mr. Johnson as the man for the job because of his extensive contacts.

Johnson has made himself invaluable to the automatic device manufacturers because of his assistance in their electrical engineering needs. He has made the name Electropak synonymous with battery replacements. The Chicago office under the supervision of Mr. Johnson maintains a complete warehouse stock of Electropaks, Electroloks, Adaptopaks, and the new Epco fuse eliminator.

"The lines in your hand tell me that you're going to go far," cooed the fortune teller. But, announces Anabelle, the young man snapped, "Huh, you don't know my girl as well as I do."

TIME MARCHES ON TO THE DRUM-BEAT OF NEW IDEAS

The new idea department of every manufacturer should be constantly active studying and researching for new and better ways of doing things. It should be on the look-out for new products and new applications of old products. Accordingly, the Electrical Products Company, Inc., of Detroit, Mich., manufacturers of Electropak, Electrolok, and Adaptopak, have spent much time and money in developing a small but important device for the coin machine operator. They realized that every operator has lost many dollars yearly because his machines have been out of order whenever the fuses "blow." The Epco fuse eliminator has been purposely made to save the operator from unnecessary trouble and expense caused by "blown" fuses in his games. Before this device was introduced the game was out of order if a fuse "blew" until the operator came to install a new one. Very often the game was out of order for several hours causing a great loss financially to both the operator himself and the location owner. The Epco fuse eliminator is constructed of a piece of thermostatic metal about two inches long, one-half inch wide and one-half inch deep. In the event of an overload in the electric circuit, instead of this fuse "blowing" a contact in the center springs open and all one has to do to "repair" this fuse is to push the spring back into place. A tiny hole should be drilled on the side of the cabinet big enough to admit the toothpick. The fuse should then be mounted on the inside of the cabinet right over this hole. Therefore, whenever the Epco fuse "blows" one just shoves a toothpick into this hole and the fuse is immediately "repaired." Of course, if the fuse keeps on "blowing" there is something wrong with the game, not just a temporary overload or short circuit. Every operator will immediately appreciate the money saving advantages offered by the use of the new Epco fuse eliminator. This small inexpensive device will pay for itself over and over again within a very short time. Take the average seven day, twelve hour location, for instance, with a gross receipts of about $50.00 a week. If a game is laid up for four hours about three times a year because of a "blown" fuse, which is not uncommon, the approximate loss is $7.20 a year. Multiply this by the number of games the operator has, and one can readily see that the now unnecessary loss runs up to a considerable figure. In the case of an expensive horse race machine the loss may be considerably more.

Many manufacturers are now equipping all of their games with this unique, money saving device. Operators may quickly install the Epco fuse eliminator in their games in just a few minutes at a small expense. The Epco fuse eliminator is available through jobbers and distributors everywhere.

SCOTCH ANECDOTE

Short Short Story

By HERB JONES

Advertising Manager, Bally Mfg. Co.

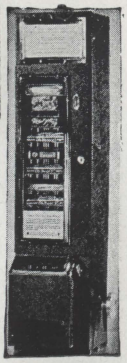
Editor's Note: Herb Jones claims this story is based on the true experience of an operator. While written about Bally-Roll, Bally Manufacturing Company's "bowl-a-bowl" game, it illustrates how an ingenious operator can overcome resistance on the part of the location owner.

Kicking a king off his throne may be a daily occurrence in the Old Country, but I bet I'm the only operator who ever deposed a monarch in order to install a Bally-Roll!

It all came about because I wanted to stick a Bally-Roll in the lobby of the Grand Hotel. The manager, Blake, was a hundred per cent sold on the earning power. And when he got worried about the noise, I took him down to Klein's and proved how quiet the game is. But the question of space had us licked—for a minute.

"Couldn't we re-arrange those three big chairs?" I asked. "They're spread all over the joint now. But, if we shove 'em closer to the wall, we

RUSHOUR CANDI-SERVICE



Build a real candy business with our new super selective candy machine; vends all standard bars. Slug-proof, positive delivery. Write for details.

CHICAGO RUSHOUR CO., Inc.
1640 N. Halsted, Chicago

can put the machine in the corner."

"Oh, we can't do that!" Blake gasped. "The middle chair is Mr. MacBratney's favorite spot. He's held down that chair every evening from six to eleven for the past fifteen years. He gets grouchy if the porters even push it a bit when they're sweeping. And MacBratney's the best permanent guest in the house."

"Well," I ventured, "what would King MacBratney say if I explained the situation?"

"He wouldn't say a word, he'd only snort!"

And he did—the finest free-style snorting I ever heard. Blake watched me talking to the gruff old Scotchman for fifteen minutes, and he nearly fainted when MacBratney called out, "Why don't ye let the lad put in his game? I'll no mind a bit of movin' aboot."

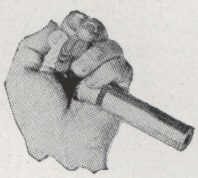
Later, as we were setting up the Bally-Roll, Blake asked how I managed to get MacBratney's okay.

"Oh," I explained, "I merely stressed the amusement appeal of all his joy Bally Roll." I said, " 'Twill man forget his woe; 'twill heighten all his joy.' "

"And what the hell's that all about?"

"Why, that's out of 'John Barleycorn' by Bobby Burns, the Scotch poet."

The curious rock formation in the Alps is very fascinating.



"SPEEDY" COIN COUNTERS

55c Each—2 for $1.00

Postpaid—Cash with Order

No. 27—Penny Size
No. 28—Nickel Size

Large Vending Machine Catalog free with order, if requested.

VIKING SPECIALTY CO.

530 Golden Gate Avenue
SAN FRANCISCO, CALIF.

"BLUE BIRD" IS NEW BALLY 1-SHOT

Named after the famous 356-mile-an-hour speed-test car, Blue Bird, Bally Manufacturing Company's newest 1-shot game, is said to justify its name by the action and thrills which it provides the player.

Although a changing odds type game, this feature is only one of many clever ideas found on the Blue Bird field. Other features are the free play pocket, which also changes the odds; two separate mystery pockets; and an entirely new "Extra Dividend" light system, which makes every one of the 18 pockets a potential 70-to-1 winner.

Odds change on all pockets at start of each game. Every pocket is a winner, as there is only one outhole at the bottom of the board, and when ball is placed in any pocket, player wins award shown on odds changer—from 2 to 30 Free Games. Each of the two mystery pockets (grand trophy and first place) pay from 2 to 30 free games, odds changing every game.

One "extra dividend" light, covering two pockets, lights up at the start of each game; and, if player shoots ball in corresponding pocket, he receives extra gold award token good for 5 to 40 free games, in addition to regular award. Thus any pocket can pay a total of 7 to 70 free games. Both awards, regular and extra, are released through a single swivel drawer in front of the cabinet.

Mechanically, the machine is said to feature many new refinements, notably a new device in connection with the electric anti-tilt, which makes it impossible to hold odds from previous game by tilting the machine; simplified wiring; and the Bally 12-coin escalator. Blue-Bird is available for payout or ticket operation, and both models are Power-Park equipped.

When a girl has sharp teeth, there's never a dull moment.

MISS HELEN EWING VISITS COLUMBUS FACTORY

Miss Helen Ewing of the F. C. Ewing Company, Fort Worth, Texas, has returned from an extended motor trip to the Northern states visiting in Chicago, Detroit and Columbus, Ohio. Miss Helen's sister, Kathryne, accompanied her on this trip.

While in Columbus the Misses Ewing were guests of Mr. and Mrs. Frank Vogel. Mr. Vogel is president of the Columbus Vending Company.

Mr. and Mrs. Ralph Vogel entertained in honor of the visitors with a movie in their home, showing the complete manufacturing process employed in the making of Columbus vending machines, with many other scenes also included.

Miss Helen Ewing

A trip through the Columbus Vending factory proved to be most interesting, as well as instructive. One of the most unique rooms in this factory is one filled with all types of vendors, some dating back over a quarter of a century. Miss Helen says that this company keeps up with the modern times in improving merchandising vendors, as will be seen from the various vendors in this room.

While on this trip, Miss Ewing purchased a new Plymouth sedan in which she made the return trip.

Signor Mussolini declares that friendship with Great Britain is his highest desire. That rattling sound isn't a saber; it's the dove of peace being whirled around Il Duce's head. —Hartford Courant.

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

Operators,

Meet Mills New 1937 Model

SWING KING

AUTOMATIC PHONOGRAPH

Low Price! Multi-Selection! Perfect Slug Protection! Royal Entertainment! Dazzling Appearance!

Here it is, boys, the brilliant new Swing King, a phonograph that radiates a 1937 personality—way ahead of all others, meeting the immediate demands of music fans everywhere. It's a low priced, economical instrument to buy, to operate, yet its list of features is imposing, comprehensive, COMPLETE. It's designed and built for public, for operator, and for location—serves all three in superb fashion. And here's the best news of all: if you order promptly, you can have *immediate delivery*. You don't have to wait a single day to serve your locations this juicy, rollicking, tempestuous 1937 entertainer! They're in stock ready for you!

The Location Swing Is to "SWING!"

Phonograph locations just don't want music, they want SWING MUSIC. Swing is that spontaneous, extemporaneous, musical mob scene; swing is that capable band leader extricating himself and his boys from a real jam with melody, rhythm, and musical "it." Swing is the THING. Swing not only satisfies, enthuses, delights the dance lovers; it keeps all customers happy, peppy. It appeals to the places where they don't dance just as much as the spots where they DO dance. It makes the location a pleasant place to while the hours away. It increases spending, and it SELLS PHONOGRAPH MUSIC in a volume about 100% greater than other phonographs. Swing to the Mills Swing King!

Lots of "Umpah!"

It's got lots of "Umpah," boys and girls, it simply overflows with that stirring, moving, overwhelming, accentuated bass. Absorb some of that marvelous Swing King rhythm. It gets into your blood, your bones; it haunts you, hypnotizes you, makes you its slave, brings you back mumbling for more!

Dual High Fidelity Control

Something really new in amplification—Mills Dual High Fidelity Control. Yes, my good man, you can now control the acoustical condition of the room with the new Mills Swing King. Remember this is not merely a tone control that reduces high tones in order to accentuate the low tones so necessary for rhythm. Low tones can be increased without losing the effect of the brilliant high tones which are so important in good music. You can have the *"umpah"* and brilliance at the same time. Now whether you place Swing King in a brick room or a heavily draped room, you can have music as leading band maestri would play it.

Simplified Multiple Selection

The player has his choice of arranging his selections in any number from one to twelve. A half hour's personally arranged musical program is at his command. One to twenty coins may be deposited. At any time he wishes to revise his program he may do so by pulling up center knob.

Triple Coin Slot

An original Mills money-making principle. The triple slot accepts nickels, dimes, and quarters and gives one play for each five cents inserted.

Cabinet—Is Odd, Distinctive, Beautiful

Swing King is something altogether different in the way of a phonograph. It's got that color all locations respond to, an odd, beautiful combination of silver, green and blue. Or it can be had in *natural birch*—the beautiful wood of which it is made in Mills own cabinet shops, noted for 50 years for their superb craftsmanship and construction.

Adapted to Radio Coin Box

No need to tear the machine apart to install the greatest musical sensation—Mills Radio Coin Box. A few simple adjustments and presto—it works! The Mills Radio Coin Box is a small portable coin chute on wheels which can be pushed anywhere in room and player may play Swing King by inserting coin in the Radio Box. The wonder of it all is that no wires are used between the Radio Coin Box and the Swing King!

Value to Spare

When you invest in musical equipment you want VALUE—the Swing King's low price will please you immensely and its unmatchable quality will be a never ending delight. Its chassis is identical with that of our famous Do Re Mi; it plays twelve records protecting them from wear through its minutely accurate mechanism. Record warpage is prevented because each record is on its own record bed. Its amplifier is an exclusive Mills feature—powerful, versatile, faithful to the original record. Provision is made for coin broadcasting with Mills Radio Coin Box and Receiver which are obtainable at slightly increased cost.

Your present and prospective locations will be more than excited about the new Mills Swing King. Catch them in the right mood and spear those heavier Swing King collections now.

Order at Once—We Ship at Once!

Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

Mills Swing King Swings Them

The Mills Novelty Co., ever mindful of showmanship, have presented in their new 1937 Model Swing King automatic phonograph a phonograph with 1937 modernistic personality.

A machine with such striking appearance as to cause anyone seeing it to want to hear it play. And, as an additional inducement to play the machine without having to go to it, provision is made so that it can be operated from remote control with a small Mills radio coin box which is a coin chute on wheels. This can be pushed anywhere in the room and player may play Swing King by inserting coin in the radio box. Inasmuch as no wires are used between the radio coin box and Swing King, the mystery of its operation creates a desire to use it, which, added to the convenience, makes its use an outstanding development in keeping an automatic operated phonograph in operation, thereby increasing the number of times a machine is played over a stated period of time.

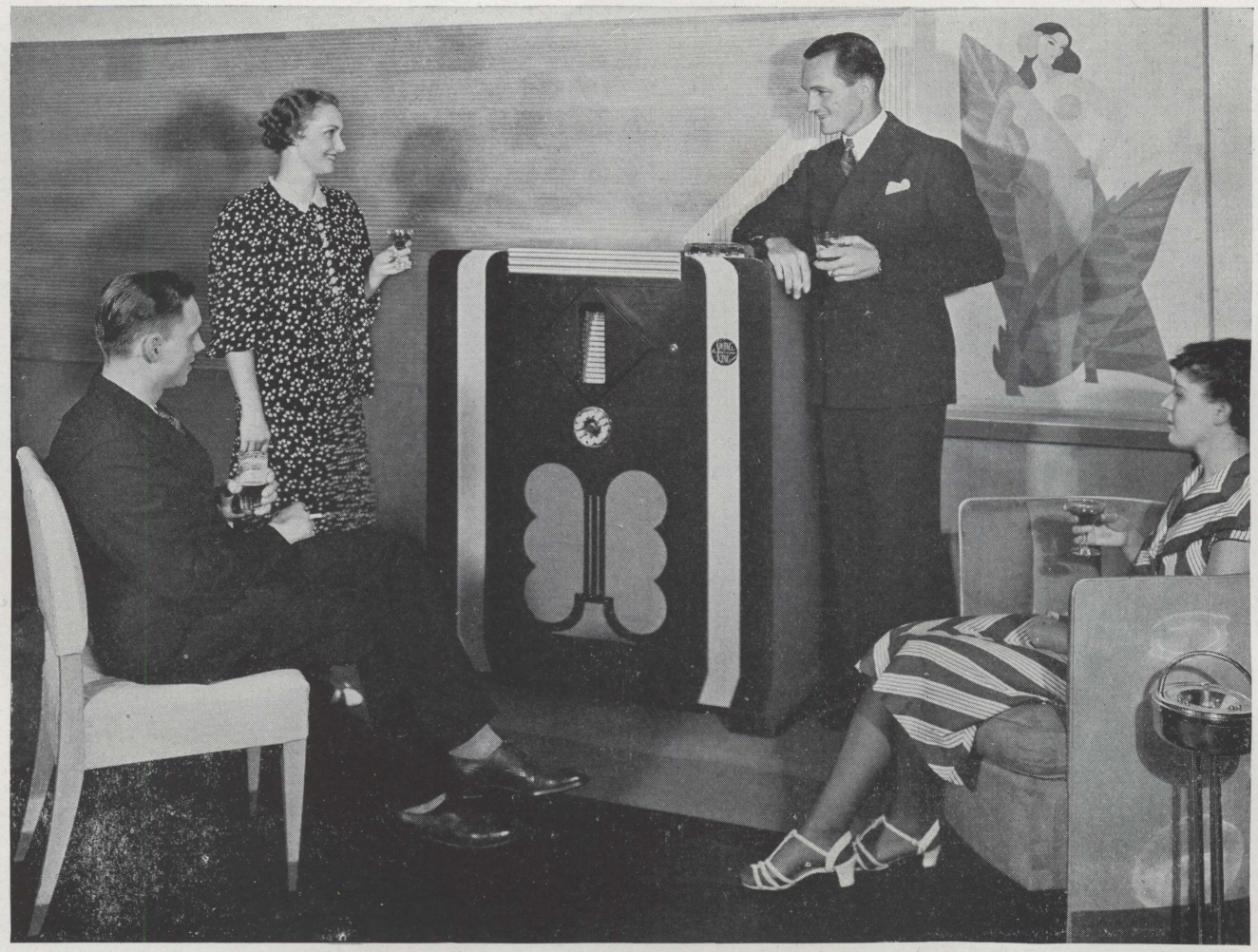
Phonograph locations know that music that stimulates increases spending; they also know that swing music which digs deep into one's consciousness soon fills a dance floor with patrons swinging to its rhythm, joyous with its melody, and under this influence dance lovers spend freely in keeping Swing King in action. As a matter of fact Swing King's music is so perfect for dancing with its overwhelming, accentuated "Umpah" that had Cleopatra been privileged to have come under its marvelous influence she would have loosened up her muscles and "sprung" a "black bottom," that would have lived throughout the ages, putting our late dance by that name in the doghouse with shame.

The dancing effect created with this new machine according to Mills engineers is due to something really new in amplification. Low tones can be increased without losing the effect of the brilliant high tones which are so important in good music. The tone can be so controlled to accoustical condition of a room whether it be brick or lined with heavy drapes, that Swing King delivers music as a leading band or orchestra would play it. It puts dancers in action and keeps them moving—a real location investment.

Maybe if a hot spell lasted long enough we'd get used to it—that is, if we lasted long enough.—Indianapolis News.

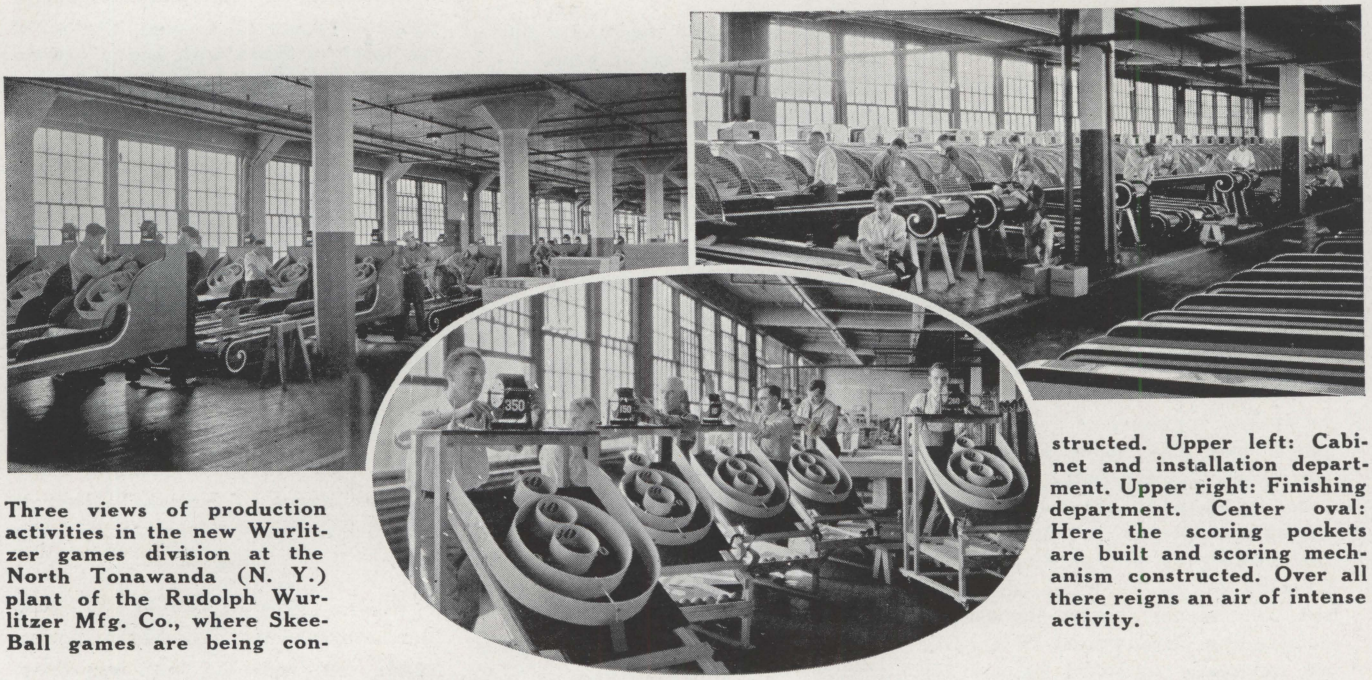
Now that he has absorbed Ethiopia, does Mussolini get two seats in the League of Nations?—Detroit Free-Press.

Final revised results of the Schmelling-Louis fight show the income tax collector won an overwhelming decision.



THEY TOAST THE MILLS SWING KING: "Here's to the 1937 Swing King Phonograph!" say the younger generation. Everyone dances in "swing rhythm" to the sophisticated new Mills Swing King.

WURLITZER IN PRODUCTION ON SKEE-BALL



Three views of production activities in the new Wurlitzer games division at the North Tonawanda (N. Y.) plant of the Rudolph Wurlitzer Mfg. Co., where Skee-Ball games are being constructed. Upper left: Cabinet and installation department. Upper right: Finishing department. Center oval: Here the scoring pockets are built and scoring mechanism constructed. Over all there reigns an air of intense activity.

A survey of activities at the mammoth Wurlitzer plant in North Tonawanda, N. Y., indicates the tremendous facilities used in the manufacture of Wurlitzer-Simplex Automatic Phonographs and Wurlitzer's Skee Ball.

Phonograph production has been stepped up to over 250 units per day while Skee Ball output is steadily being boosted. The reserve of unfilled orders on these two products alone amounts to over $4,000,000 and at the present rate of shipping, net billings are running at the rate of $1,750,000 per month.

As an indication of the magnitude of operations in only one division of Wurlitzer's woodworking department, a million and a half feet of lumber per month is being cut. As one of the small details of the production problems involved in such large scale operations, this tremendous use of lumber requires the disposal of close to 30 tons of sawdust per day.

At the present time there are over 1,700 people on the Wurlitzer payroll, with every indication that the 2,000 figure will be reached within the next thirty to sixty days.

FOLDER SHOWS MECHANICAL SIMPLICITY OF BALLY'S RAY'S TRACK

A simple but clever little folder is being mailed by Bally Manufacturing Company to illustrate the mechanical simplicity of the Ray's Track horse-race game. An illustration of Ray's Track is shown, but the folder is designed so that only the top five or six inches of the cabinet is visible, the lower part being cut off by a heavy dotted line and the caption "No Mechanism Below the Dotted Line."

The entire machine is revealed when the folder is opened up, but the first impression strongly emphasizes the fact that, instead of the cabinet being loaded with mechanism, only the top few inches are required to house the simple, compact, all-electric mechanism.

Jim Buckley, Bally's general sales manager, states that "the simplicity of Ray's Track is what first impresses the average operator, as he realizes that mechanical simplicity means troubleproof performance and freedom from service grief. And once an operator has tried Ray's Track, its greater earning power keeps him sold for life."

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

JACK KEENEY ALSO ENTERS "ON RECORD" LIST

With weather bureaus reporting hottest days on record, and baseball magnates registering largest attendances in the history of the game, J. H. "Jack" Keeney, pastor of the flock of Keeney Factories, wishes to submit an "on record"" entry of his own.

"August," according to Jack, "was the biggest month in point of sales in the business experience of J. H. Keeney & Co., and the week before Labor Day was the biggest week in sales volume of any like week of any former year.

Keeney's Bowlette sales are largely responsible for this record-breaking business, the sales on Velvet still continue at a lively clip. All three Keeney factories are still going full capacity and with the expected increase in Bowlette sales with cooler weather, yes sir, Jack is out looking for a suitable factory No. 4.

"And, fancy that!"
"Very unusual, my dear."

General U. S. Grant had no memory for music. On one occasion he remarked to a friend sitting next to him at a concert: "Why, I only know two tunes. One is 'Yankee Doodle' and the other isn't."

There's a Puppy Club on the roof of the Park Lane (New York City) where your dog can lunch, snooze, play or be beautified while you lunch downstairs. He can be left all afternoon, if you like, sunning himself in his cabana. Diets and treatments are arranged by an expert vet.

Of all the people in the world today, not more than one-third eat with a knife and fork. Another third use chopsticks. And the final third still eat with their fingers.

The only countries in the world where women receive the same wages as men for the same kind of work are Czechoslovakia, the Netherlands, Sweden, Denmark and Norway.

Most Chinese homes still have their kitchen god, in a picture, who watches over the household for twelve months and then, upon being burned up on New Year's Day, goes to Heaven to give his annual report on the behavior of the family. If they believe his report to be unfavorable, his picture is soaked in wine before the burning so he will become drunk and be refused admittance at the Golden Gate.

The royal palace in Gwalior, India, contains a miniature train made of silver and operated by electricity, which travels slowly around the Maharajah's great dining table during meals with its trucks loaded with wines, condiments and fruit. Removing and replacing a dish automatically stops and starts the train.

A new farm tractor has an air-conditioned, sound-proof cab equipped with radio and cigar lighter.

Deer, managed in fenced ranges as easily as cattle and with less expense, on the Montana ranch of Courtland E. Du Rand, may mark the beginning of a new industry in the West. A shipment of domestic venison from this ranch was made this past winter to New York markets.

In Aleppo, Syria, sheep are the favorite household pets. Nearly every family owns one and dyes it several bright colors. It may have green ears, an orange muzzle, a red tail and a blue-striped body. Every afternoon the streets are a riot of color as these little "muttons" are taken for their walk.

More than 70 per cent of all fish consumed throughout Great Britain today is bought already cooked at its 30,000 hot-fish shops.

The first method of cooking eggs on record is that used by Egyptian shepherds, who cooked them without fire: the eggs were placed in a sling which they turned so rapidly that friction of the air heated them to the right degree.

Roads the hue of the orange-colored marigold flowers are being tried by British highway engineers. Bordered with a white curb, the marigold roads are found to reduce sunlight glare, and dazzle at night; to define the road in all lights and to allow pedestrians to be easily picked out. It is also suggested that these colored roads will give pleasure to the traveler's eye.

BALLY-ROLL PRODUCTION BOOSTED

A nation-wide tabulation of earnings, after a solid month on location, shows that Bally-Roll collections, not only hold their own as time goes on, but steadily increase, as more and more players become "roll" fans, according to a statement just released by Jim Buckley, general sales manager of Bally Manufacturing Company.

"As the first concern to swing into really big production," Jim stated, "we have machines spotted throughout the country; and in many sections large-scale operations are under way. Thus we are in a position to gauge the strength of this type of equipment. Our survey shows that Bally-Roll is one of the most consistent and dependable revenue producers we have ever offered to the trade."

"Based on our study of the market, we are again boosting our production to make possible immediate shipments to the hundreds of operators who have now thoroughly tested Bally-Roll and are shooting in volume repeat orders. These operators have seen what Bally-Roll will do, and they are taking swift action to get their full share of the remarkable profits which may be had.

"One of the most interesting facts brought out by our survey is that Bally-Roll continues to get a strong play as a strictly amusement type game, without awards of any kind.

We derive particular satisfaction from this, as we took occasion at the beginning of the Bally-Roll boom to send out a large broadside urging operators to avoid awards on Bally-Roll. Operators tell us that the extra wide alley and full width target, features of Bally-Roll, provide so much thrilling action and skill appeal that awards are absolutely unnecessary.

"Other features not heretofore discussed, but now being warmly praised by operators and merchants alike, are what we call the safety-first features—high guard—rails and close-knit net, through which the most forcibly rolled ball cannot possibly penetrate.

"Above all, our survey has convinced us that the Bally-Roll boom is only beginning—and as a result of this decision production is immediately being increased. We expect to be in production on Bally-Roll at least until the time of the January show."

Our Sincere Apologies to Mr. Chereton and Mr. Berman

AUTOMATIC WORLD wishes to call attention to the error in transposing the names under the photograps of Mr. A. B. Chereton, president of Electrical Products Company, Detroit, Mich., and Mr. Leon Berman, manager of the New York office of Electrical Products Company, which appeared in our August issue on page 28 in connection with the story of Mr. Chereton's demonstration of the new Electropak device in New York City.

A. B. CHERETON
President Electrical Products Co.

LEON BERMAN
Manager New York Office Electrical Products Company

WESTERN CREATES COUNTER GAME SENSATION IN REEL RACES

Proclaiming Reel Races the greatest counter machine value on the market, many of the foremost operators in the country have already placed tremendous advance orders for this latest Western wonder machine. Although Reel Races sells for many dollars less than other counter machines now being offered, it incorporates all of the same features devised by Western's engineering staff.

Reel Races is housed in a beautiful red, streamline, all metal cabinet. The cabinet is modernistically designed with polished aluminum and black strippings. It has a 4-way coin slot, which takes pennies, nickels, dimes and quarters. A side visible prevents slugging and cheating.

Reel Races has already proven a sensational success on location. It is one of the most outstanding counter game machines ever produced because of the mechanical perfection and extraordinary number of player features. Although you have to see and play Reel Races to fully appreciate this Western machine, an idea of its superiority can be obtained from the following description.

The player inserts his coin and presses the convenient lever. With smooth mechanical precision, four reels noiselessly start spinning. As the reels come to a positive stop, at a quack glance the player is informed of the result, because of the comparatively simple arrangement and wide vision area of the reels. The first two reels contain the horses' numbers; the third reel shows the finish; and the fourth reel contains the mutuels on win, place and show. If the first two reels show the same number, the player is awarded on the basis of win, place or show on the third reel, and the mutuel payoff which is indicated on the fourth reel. After the reels come to their positive stop, they are absolutely shakeproof and jarproof. The only way to set the reels in motion again is to insert another coin. For each coin inserted, if the player wants a ball of gum all he does is press a button which releases it. Reel Races will stay perpetually new in appearance because of a new process of applying the finish which prevents chipping.

Reel Races is the zenith of mechanical perfection. Although it is radically low priced, the high standard of Western Equipment quality merchandise holds true.

Because of the player demand for Reel Races, the coin capacity of the machine is especially large. It will hold between $100.00 and $125.00 in mixed coins.

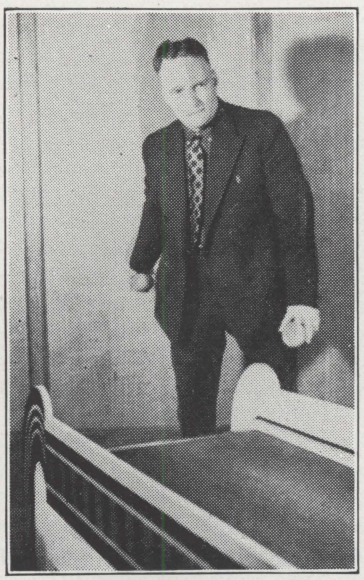
The Western firm produced many thousands of Reel Races before they announced its production. The incomparable success which the machine enjoyed on test locations was substantial proof to Mr. Johnson that he had better be prepared to meet the avalanche of orders that would greet the announcement.

All orders for Reel Races will be shipped immediately. This is possible because the Western Equipment & Supply Company is equipped with the most modern facilities that money can buy. Operators, jobbers and distributors are advised to send in their orders as soon as possible.

There, little streetcar, don't you cry; you'll be a restaurant by-and-by.

F. C. EWING CO.
The Operator's Friend
Penny Speedy Counter 55c
Major Nickel Counter 55c
Or Penny and Nickel Counter for $1.00 prepaid
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

MID-WEST NOVELTY SALES COMPANY
Distributors For
America's Newest and Best Game---SKEE BALL
Mail, Wire or Phone Your Order to Our Nearest Branch
MUSKOGEE, OKLA.—812 West Broadway
TULSA, OKLA.—404 West First Street
VAN BUREN, ARK.—Conger and Smith



M. L. Priebe, President National Sales Co., Minneapolis

MINNESOTA COIN-MEN ARE GUESTS OF NATIONAL SALES COMPANY

Minneapolis, Minn.—A Bally good time was had by all, as jobbers and operators from all parts of Minneapolis joined National Scale Company in celebrating two important events in Minnesota coin-machine history—the appointment of National Scale Company as Minnesota distributor for Bally Manufacturing Company, and the opening of National's new headquarters in Minneapolis.

Open house was held all day Saturday, August 29, with plenty of refreshments and entertainment. Most of the guests returned on Sunday for further festivity, and several jobbers announced their intention to stay in Minneapolis until Monday in order to work out arrangements for the sale of Bally products.

The new offices, display rooms and warehouse were decorated with colorful Bally pennants, and the complete line of Bally games was on display. Operators who saw the stock of Bally games on hand in the warehouse realized at once that National Scale Company is geared for speedy service to the Minnesota trade. Mr. M. L. Priebe, president of the concern, however, remarked late Saturday night that he had underestimated his requirements and that the entire stock of machines had been sold out during the course of the day.

Mr. Priebe is a veteran coin machine man with a large following throughout Minnesota. In a statement issued last week, he stated that "My appointment as Minnesota Bally distributor is the achievement of an ambition I have had for a long time now. I know from past experience that Bally games are sure-thing money-makers for operators, and that is the type of product I wish to handle. It is my intention to use my position as distributor to aid both jobbers and operators. Prompt and efficient service on Bally products will be the key-note of our distributorship. Large stocks will be maintained at all times to provide overnight shipments; and we will be in constant touch with Chicago in order to keep our trade posted on the newest Bally winners as they are released."

NEW LOCATIONS FOR SKILL GAMES

(Continued from Page 55)

One men's wear store I visited had a regular game room set-up. Not only were various types of coin machines in use here, but the store went a step farther and appealed to the sportsmen by kennel club shows, ping-pong matches, and the like. You may be missing a bet if you are overlooking this potent field.

This brief review merely scratches the surface of unusual locations. Anyplace, in fact, that people wait should make a good location. Beneath I have set down a list of places where I have seen (and played) machines—all of which places have almost had to go out and take the machines away from operators! It would seem a good idea to make a list of possible locations in your territory that might be sold on machines, either as traffic builders, for the entertainment value, or merely for their profit.

Unusual Locations That Day

Salesmen's waiting room in buying offices.

Theatre lounge and backstage.

Stadium or hall where prizefights and other matches are conducted.

Automobile dealer's waiting room (or garages, service stations.)

Beauty Shop.

Natitorium.

Turkish Bath.

Boat Rental dock.

Men's Wear Store.

Music Store.

Sporting Goods Store.

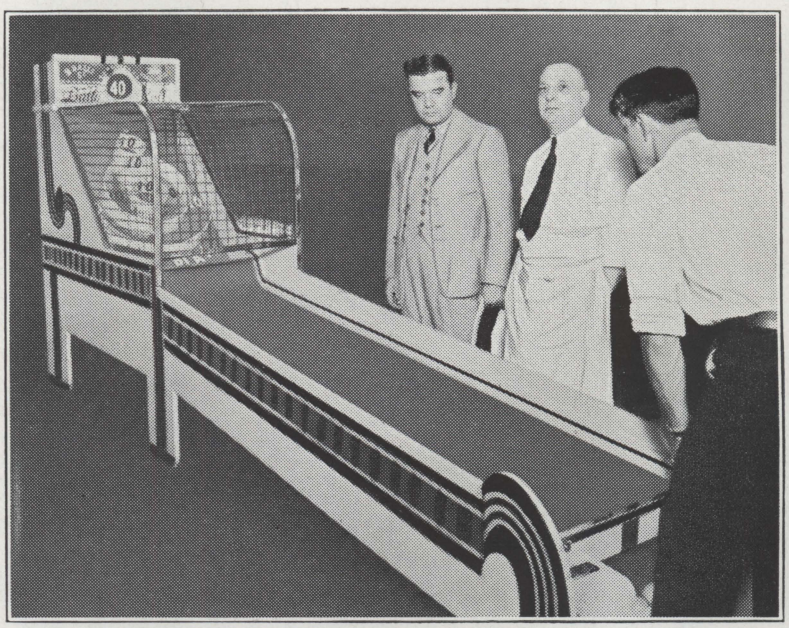
(Stockyard office) (Warehouse foyer)—These where buyers, shippers, etc., foregathered had been installed for the fun of the thing.

Drunk (lying on the sidewalk): "I'll climb this wall if it takes me all night."

"My boy friend doesn't smoke, drink, or swear."

Does he make all his own dresses, too?"

As Shakespeare once said, "Bow legs may not be few, but they're far between."



BALLY-ROLL IN WORLD'S LARGEST PRODUCE MARKET—Lee Jones of American Sales Corporation submits this picture of Bally Manufacturing Company's "roll" game installed in the Market Inn, leading restaurant in the famous Chicago South Water Produce Market. The machine was placed by Al Sebring, well known Chicago operator.

A ROCK-OLA PHONOGRAPH PLAYLET

In one act, entitled, "Overcome Objections and They Won't Overcome You," by Tom Hanlon, advertising manager, Rock-Ola Mfg. Corp.

Scene: A music location.

Cast of Characters:

Happy Harry, a location owner, The Hero.

I. M. Nertz, a bar fly, The Villain.

B. Smart, another location owner.

Curtain rises to the tune of "Happy Days."

B. Smart (entering location): "Hello Harry, old boy, how are you and how's your business?"

Happy Harry: "Hello Smart, the answer is 'fine' to both of your questions. How's it by you?"

B. Smart: "The guy who said 'This is a heavenly business' was dead wrong, for Heaven is not where business goes to!"

Happy Harry: "My business is really good for a change!"

B. Smart: "Well, mine is not bad, but my expenses are eating up all the profits."

Happy Harry: "Have you figured out every way possible to 'cut the corners' on expenses?"

B. Smart: "I don't get you? How do you mean?"

Happy Harry: "Well, for example, take that Rock-Ola Multi-Selector phonograph over there. The money I get from the operator of that instrument pays for all my lights, the signs—the laundry of my linen—the replacement of many supplies—and even part of the porter's salary."

B. Smart: "Smolley Hokes, where have I been—give me all the facts—how can I cash in on that?"

Happy Harry: "It is very simple. Just get in touch with the operator. You will find his phonographs will actually increase your business."

I. M. Nertz: "Shay! (hic) Did I hear you menshun phonograph? Don't get any. Bothers the radio too much."

B. Smart: "How do you mean 'Bothers the radio'?"

I. M. Nertz: "Every time I wanna listen to the ball game, the phonograph bothers me."

Happy Harry: "But many of my customers object to too much baseball, and want music instead. Besides, very few ball games are on the air at night."

I. M. Nertz: "Don't care, I hate music."

B. Smart: "Well, you get music on the radio, too!"

I. M. Nertz: "Yaa! Thas just it! Music and a lot of static and whistles and hisses and everything else."

Happy Harry: "That's one of the biggest points in favor of a Rock-Ola Multi-Selector Phonograph. Total absence of static. No matter how many street cars pass, or regardless of lightning in a storm, the phonograph is always a producer of clear true tone."

I. M. Nertz: "Maybe, but it costs me a nickel a record to play it. Radio costs nothing!"

Happy Harry: "But, look what you get for your nickel! Music played by the biggest and best artists in the world. For 60c you can hear 12 great orchestras, with their music produced as realistic as though you attended an actual performance."

B. Smart: "Yes. Twelve records is an entire concert, and to hear 12 of the leading orchestras would cost at least $2.00 per concert. That's $24 worth of music for 60c."

I. M. Nertz (forgetting himself): "Well, I can't get into a concert on one of these slugs."

Happy Harry: "So you're the bird that has been putting slugs in the machine!" BIFF ** BANG! CRASH! ZOWIE!*! PLOP! SWISH! ??? *** ZZZZ OOO XYZ ?? !!!! ***

B. Smart: "Where did he land?"

Happy Harry: "Right in the dirty gutter where all sluggish slug-ers belong, the big mutt!"

B. Smart: "At'aboy Harry! Come up and see me some time soon, I'll have my Rock-Ola phonograph in right away."

Horse racing is just like life. If a horse makes good and tears his heart out trying to make good and comes in ahead of the rest, and does it, the next assignment he has a little more weight put on him to slow him down or see if he can carry a little more. Same with man, if he makes good they add a little more on him—fine, he likes it, and will continue to do so as long as his efforts are rewarded with Do-Re-Mi.

—Bill, the Stud Attendant.

When a woman's in a pleasant frame of mind her husband is often out of the picture.

The best way for a man to escape the heat, advises Mae is to send her to the country.

BUCKLEY OFFERS FREE HORSES MACHINE WITH EVERY FIVE PURCHASED

When it comes to liberal offers, we bow and take off our hats to "Bill" Woolen, executive sales manager of the Buckley Manufacturing Company.

"Bill" is known to the trade as one of its keenest merchandisers. When you read the following deal that Buckley offers, you will readily appreciate the marvelous value.

Golden Horses, which previous to this announcement, sold for $17.50 straight, tax paid, is one of the most successful counter machines ever to be produced. Because of its tremendous success, imitations spring up from time to time only to lose out as fast as they come in. Many Buckley original features, obtained only after concentrated and exhaustive engineering, are protected by the patent laws. However, successful operators could not be misled by unethical practices. They know from actual experience the huge profits they derived from operating Golden Horses and they refused all imitations.

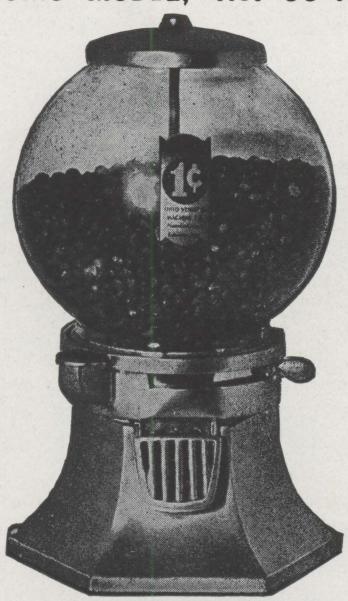
Mr. Woollen stated, "The Buckley Manufacturing Company fully realizes that the success of our organization is entirely dependent upon the operator's success. Any deal that will benefit the operator, even though it might prove expensive to us for the time being, I figure is good business. Operators appreciate any break a manufacturer gives them.

While in cold dollars and cents our profit is naturally out, it is more than made up in the number of new operating friends we have made who are loyal to an honest, progressive manufacturer.

"I want every operator to take full advantage of this deal. It is to my mind, the biggest offer ever made in the coin machine business. Until further notice, the Buckley Manufacturing Company offers every operator the opportunity of getting one Golden Horses counter machine free with every five purchased. The price for each machine is the same, $17.50, tax paid. For six machines the operator pays the ridiculously low price of $87.50, tax paid. I urgently suggest and advise that operators take advantage of this great deal as soon as possible. Frankly, I myself, don't know how long it will last."

Golden Horses is a beautiful counter machine that remains perpetually new in appearance. It was one of the first counter machines made with the phenomenal odds changing feature. The player inserts a coin and pulls a lever. If a winning horse is spelled, he is paid according to the odds shown (4 to 30).

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio

TED STONER PAYS VISIT TO D. ROBBINS & CO., BROOKLYN, New York. The big boy in the center is Ted himself. On the left of Ted is Irving Mitchell, general manager of D. Robbins & Company, and on the right is Miss Singer, one of Dave's beautiful bookkeepers. Others in the happy group are Brooklyn operators.

News From the Office F. C. Ewing Co.

The following visitors and customers were in the office of F. C. Ewing the past few days.

* * *

Mr. W. R. Story and daughter, Mrs. Roy E. Cooper of Mexia were in Fort Worth Wednesday making some purchases, at the F. C. Ewing Co.

* * *

Mr. and Mrs. E. B. Ribble from Big Springs were in Ft. Worth last week doing some buying at the F. C. Ewing Co. Mr. Ribble makes the claim that he is the biggest peanut operator in West Texas and also in many other parts. He weighs about 300 pounds or more, and really is all man. He also operates 200 or more peanut machines.

* * *

P. C. Mason from Pauls Valley was in Ft. Worth last week. He operates and also buys from the Ewing Co.

* * *

Yes, Hugh Rhea was here from Wichita Falls. He is doing nicely with his business. Mr. Rhea had joined the regular readers of Automatic World and we are very happy to turn in his subscription.

* * *

W. R. Worden, Corpus Christi, Texas, extreme south border city of Texas was a visitor in Fort Worth recently. He trades with Ewing.

* * *

Two Dallas operators were in Fort Worth last week and called at the F. C. Ewing Co.

* * *

Mr. and Mrs. R. E. Jones from Duncan, Okla., were in Fort Worth last week. We enjoy our visitors, reports Mr. Ewing.

The F. C. Ewing Co. reports that they are shipping more nuts the past several months than ever before—more than 50 per cent more. Mr. Ewing is very much pleased over the increase and thinks there is no reason why it should not continue.

. . . the ANSWER to an Operator's Prayer

PAMCO

"BELLS"

50" x 24"
SINGLE NICKEL 1-BALL PLAY

U.S. PATENT 2,029,177

CHERRIES . ORANGES . PLUMS
BELLS . BARS

on Playfield and Lite-Up Backboard bring BELL MACHINE EARNINGS—the BIGGEST VALUE on the market today!

$89

PAMCO "SARATOGA"

has BIGGEST "Odds-Commutator" ever installed in a payout table—TWICE the APPEAL of previous machines! Pamco "SARATOGA" has 2 Big "Jack-Pot" Payouts. It's ONE game you NEED—and a "BUY" at

PAYOUT $119 TICKET $129

CHECK SEPARATOR—ELECTROPAK EQUIPPED

Write for Full Details without Obligation!

1 COIN
1 CHUTE
1 BALL PLAY

50" x 24"

U.S. PATENT 2,029,177

Wire Your Order for IMMEDIATE DELIVERIES!

South Coast Amusement Co.

M & M Building, HOUSTON, TEXAS **211 So. Pearl Street, DALLAS, TEXAS**

ALL OVER AMERICA OPERATORS REPORT

Sensational Earnings

WITH RAY'S TRACK

SATISFIED customers write our ads—why say more? Read what operators from coast to coast say about RAY'S TRACK.

"Ray's Track earning me a real profit—the type of machine players like."—**William Thinnes, Ohio.**

"Netting around $100 daily, my end, with RAY'S TRACK"—**Roy Merkel, Washington.**

"Gross income of each RAY'S TRACK never less than $300.00 for one day"—**Ted Lawrence, California.**

"A real hit, and no mechanical trouble at all. Only wish I had more spots for RAY'S TRACK"—**Noble Green, Alabama.**

"Ray's Track is running about $50.00 per day"—**F. E. Erickson, Montana.**

"Will be ordering more RAY'S TRACKS soon. It's sure a gold mine"—**Wyoming Operator.**

"Ray's Track earns more profit than anything I could operate"—**Roy Gilmire, Ohio.**

"Nickel model RAY'S TRACK earns $65 daily, my share"—**Jess Parker, Arizona.**

"Ray's Track has amazing earning power, and quiet smooth performance"—**Robert Pitts, Georgia.**

"Earns three times what I used to earn with bells. RAY'S TRACK sure a hit with resort trade"—**Ed Gilmer, Wisc.**

"First and foremost for mechanical perfection. Players can't leave it alone"—**Central Vending Co., Bloomington, Ill.**

"Thanks for tip on RAY'S TRACK. It sure gets the cash"—**George Parr, Colorado.**

"Our gross income on RAY'S TRACK never less than $200.00 a day, each"—**John R. Burch, California.**

"Ship two more RAY'S TRACK. Never saw anything like it for steady earnings"—**West Virginia Operator.**

"Thoroughly satisfied with RAY'S TRACK profits, not giving me any service calls"—**Ohio Operator.**

"Earning $50.00 every day, rain or shine with one RAY'S TRACK. Expect to place three more next week"—**Carter Shiel, Connecticut.**

"RAY'S TRACK earning capacity and mechanical simplicity is astounding"—**Edwin J. Wey, Florida.**

"Mechanically RAY'S TRACK is finest thing I ever owned, and its earning power is almost unbelieveable"—**Virginia Operator.**

"RAY'S TRACK piling up biggest profits I've ever known"—**Robert Bolte, California.**

"My end on one RAY'S TRACK averaging $250 a week"—**Texas Operator.**

"I can recommend RAY'S TRACK to all my operator friends"—**Ed. Weisbrodt, Ohio.**

"RAY'S TRACK profits much greater than I expected"—**Idaho Operator.**

"RAY'S TRACK is 'tops' in race games, according to our operators"—**King Pin Games Co., Kalamazoo, Mich.**

The only race game with DAILY DOUBLE feature—Special 50 to 1 Surprise Award, resulting in constant repeat play. Simple, ALL-ELECTRIC, precision-built mechanism insures trouble-proof performance. No tie races, no sequences, no charting, no favorite horses. Rich beauty of matched walnut buffet style cabinet wins a welcome in the high-grade big-profit spots. Take the tip of America's leading operators—and get on Bally's RAY'S TRACK now!

"Gross income on each RAY'S TRACK $175 daily"—**C. F. Atwater, Connecticut.**

"RAY'S TRACK taking the territory by storm"—**C. E. Ogburn, Georgia.**

"Players eat it up, and RAY'S TRACK runs without a minute's trouble"—**J. R. Clegg, Indiana.**

"RAY'S TRACK earning big profits on location"—**Joe Westerhaus, Ohio.**

"I'm netting $75 daily with each of three RAY'S TRACKS"—**Utah Operator.**

"RAY'S TRACK money making ability far superior to anything I have operated"—**C. S. Ward, Florida.**

"RAY'S TRACK best machine in my twenty years experience"—**Joe Burns, Iowa.**

"Selling more than we can deliver"—**National Amusement Co., Los Angeles, Calif.**

"Average weekly profit on RAY'S TRACK $300"—**South Carolina Operator.**

"RAY'S TRACK earning capacity greater than anticipated"—**Ross C. Pelton, Georgia.**

"RAY'S TRACK heads the list for earning power"—**G. M. Daly, Kansas.**

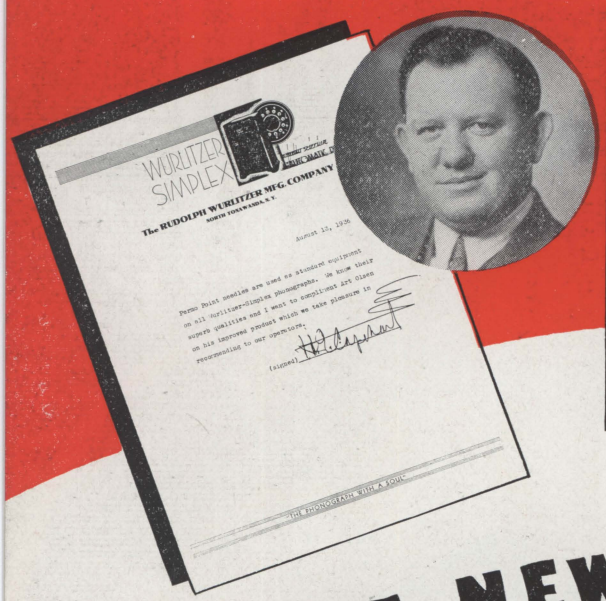
"Everyone well satisfied with RAY'S TRACK"—**Sicking Mfg. Co., Inc., Cincinnati, Ohio.**

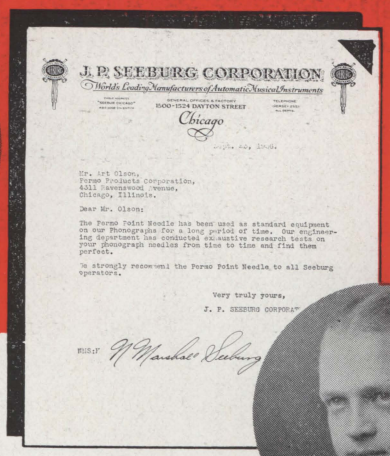
Are you getting your share? Write or wire for prices and full-color circular

BALLY MANUFACTURING CO.

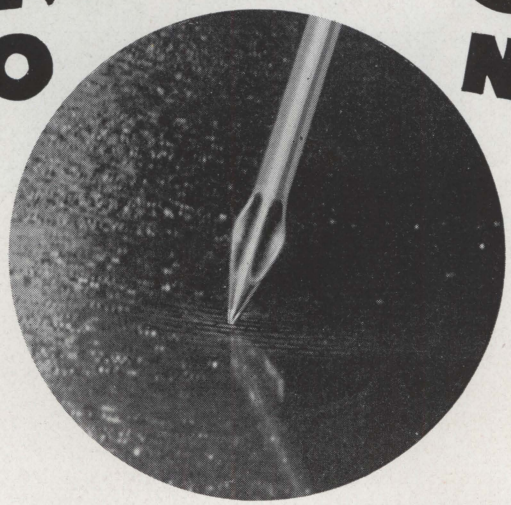
2640 BELMONT CHICAGO, ILLINOIS

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.





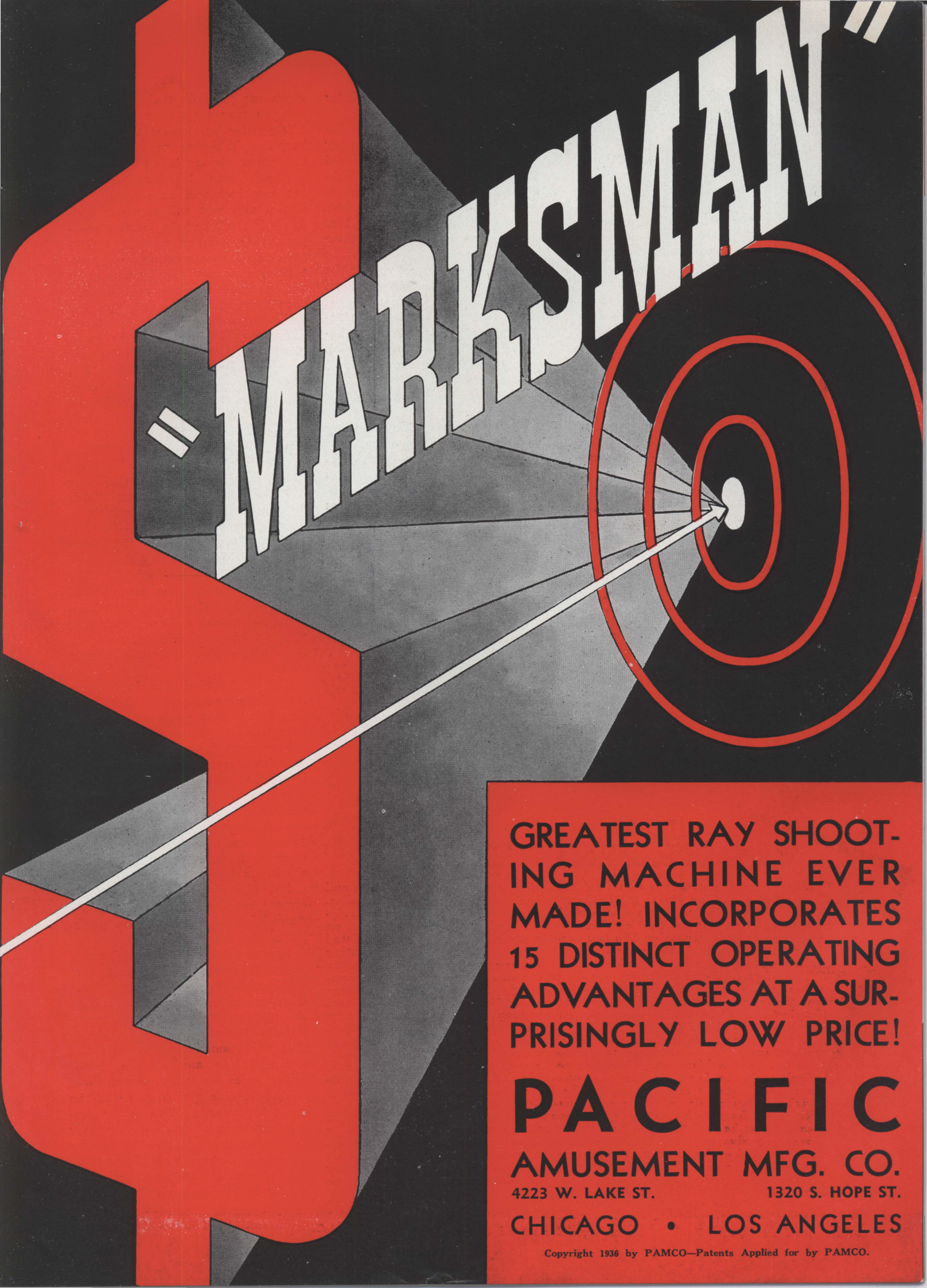
THE NEW DOUBLE RIBBED PERMO POINT PHONO NEEDLE



EXECUTIVE OFFICES
THE CAPEHART CORPORATION
FORT WAYNE, INDIANA, U.S.A.
OFFICE OF GENERAL SALES MANAGER
September 1, 193
Permo Products Corporation
4311 Ravenswood Avenue
Chicago, Illinois
Attention: Mr. Arthur J. Olsen
Gentlemen:
Because the needle used in a phonograph
vitally affects the tone qualities, we have had our Engi-
neering Department carefully and thoroughly test your new
Permo Point Needle. These tests have completely and com-
pletely satisfactory, and we are, accordingly, supplying one of these needles with each Orthes-
trope which we ship.
You are to be congratulated on this new needle
Yours very truly,
THE CAPEHART CORPORATION
Sales Manager
IC:Number:ls

Mills Novelty Company Established in 1907 Mills Novelty Avenue
August 18, 1936
Mr. Arthur Olson
Permo Products Corp.
4311 N. Ravenswood Avenue
Chicago, Illinois
Dear Mr. Olson:
We have handled countless thousands of your Permo
Point Needles for use in connection with our auto-
matic phonographs and over a period of six to seven
years have found them the most perfect needles for
this application.
It gives me great pleasure to recommend the Permo
Point Needle to every phonograph operator who wants
a quality rendition of his records, long wear, and
uninterrupted service.
Very truly yours
MILLS NOVELTY COMPANY
General Development Engineer

THE JOHN GA
Gabel's Automatic
and Gabel's Junior
1500 West Lake Street
CHICAGO
August 27, 1936.
Mr. Arthur Olsen,
Permo Products Corporation,
4311 Ravenswood Avenue,
Chicago, Illinois.
Dear Art:
The John Gabel Mfg. Co. is pleased to
recommend the Permo Point Needle to Gabel Operators.
Before this needle was placed on the many Gabel
machines we operate ourselves, a very thorough test
was made in our laboratory as for materials used,
durability quality and wear on records. We are happy
to say that all tests proved very satisfactory in
favor of this fine product.
Yours very truly,
THE JOHN GABEL MFG. CO.
General Manager
RO/HH



GREATEST RAY SHOOTING MACHINE EVER MADE! INCORPORATES 15 DISTINCT OPERATING ADVANTAGES AT A SURPRISINGLY LOW PRICE!

PACIFIC

AMUSEMENT MFG. CO.

4223 W. LAKE ST. 1320 S. HOPE ST.

CHICAGO • LOS ANGELES

Copyright 1936 by PAMCO—Patents Applied for by PAMCO.

TEN MILLION MEN AND WOMEN BOWL

Ten million men and women in this country bowl for fun and exercise. To drive home this tremendous number, you only have to realize that there are as many bowlers as there are golfers and no one would deny for one minute the interest of the American public in golf.

Bowling has grown by leaps and bounds during the past 10 years—as a matter of fact, during the regular bowling season from September 15, until March 15, or right after the close of the American Bowling Congress, there aren't enough bowling alleys during the evening hours to accommodate those who would like to bowl.

Women as well as men have learned to enjoy bowling because, it's exercise, it's fun, it's the "play-route" to good health and trim figures during the fall and winter months.

Thus, there is every reason in the world why Rock-O-Ball bowling should be enthusiastically received by the millions of bowlers. Rock-O-Ball sacrifices little of real bowling fun. While only 14 feet-9 inches long, it actually requires real skill and muscular control to show a really high score.

And there's exercise in rolling the nine balls up the smooth linoleum surface to the scoring circles.

Rock-O-Ball units placed in strategic locations, as for example, hotel lobbies, railroad, bus, aviation depots, stores, clubs, taverns, will attract bowlers and bowling fans any time of the day or evening for some keen fun.

Operating Rock-O-Ball bowling machines will make you money, but it's like anything else—you'll get as much out of these units as you put into them. For example, the successful bowling alley operators vigorously promote their business—they sponsor league bowling—they offer prizes and other things that keep the old bowler coming back and bring new players into the game.

A good many locations for bowling machines will be naturals but almost any spot will pay you dividends if you'll sell the location on—getting behind the bowling unit—pepping the customers up—and play a few games now and then, to show what really high scores can be made with practice. The smart operator will suggest contests, bank nights, and other ideas to keep the game "hot"—that's the way to make real money out of Rock-O-Ball operation.

As cool weather definitely sets in and people think in terms of indoor activities—that's the time to push Rock-O-Ball.

HERB SIME,
Formerly Sales Promotion Mgr. Brunswick, Balke, Collender Company, Now factory distributor for Rock-Ola products.

The accompanying photo shows an interior view of Harry Drollinger's and Son, "Buddy's" Play House in the heart of the financial district of Dallas, Texas. This new play house was established after Harry tried out an original idea, which was the first play house of its kind in the United States, on a side street, and something like two months after which, a lease was closed for a 55-foot front on the main street of the city for a play house, costing well over $10,000, with a spacious bar. This new place was opened on the 8th of August. From the beginning the play house was a wonderful success. There are no games in the play house excepting the Skee-Ball and the large bowling type of games. No gambling machines of any nature are permitted. Merchandise is given with every game played on these machines. A very unique plan has been worked out and it has been tested and found to be just as legitimate as running a cigar store. Fourteen people are employed at the present, and as business increases, additional help is being added. The contract has been let for a large building to be used many nights in the week, as well as in the day time, for it is impossible for the play house to handle the crowds. Harry reports that his field man is trying to close leases in principal cities of Texas where additional play houses will be installed. In addition to the play house, Harry has opened an attractive office where he spends about half of his time handling Wurlitzer products, which is sold to operators exclusively in Texas. He has not given up his Dallas hotel office, and reports that the increase in business this year in the state warrants his maintaining the two places. Harry states that the play house has sold over 100 games to operators who have come in and have seen the games in operation.

WOOLEN OFFERS LIBERAL FINANCE PLAN

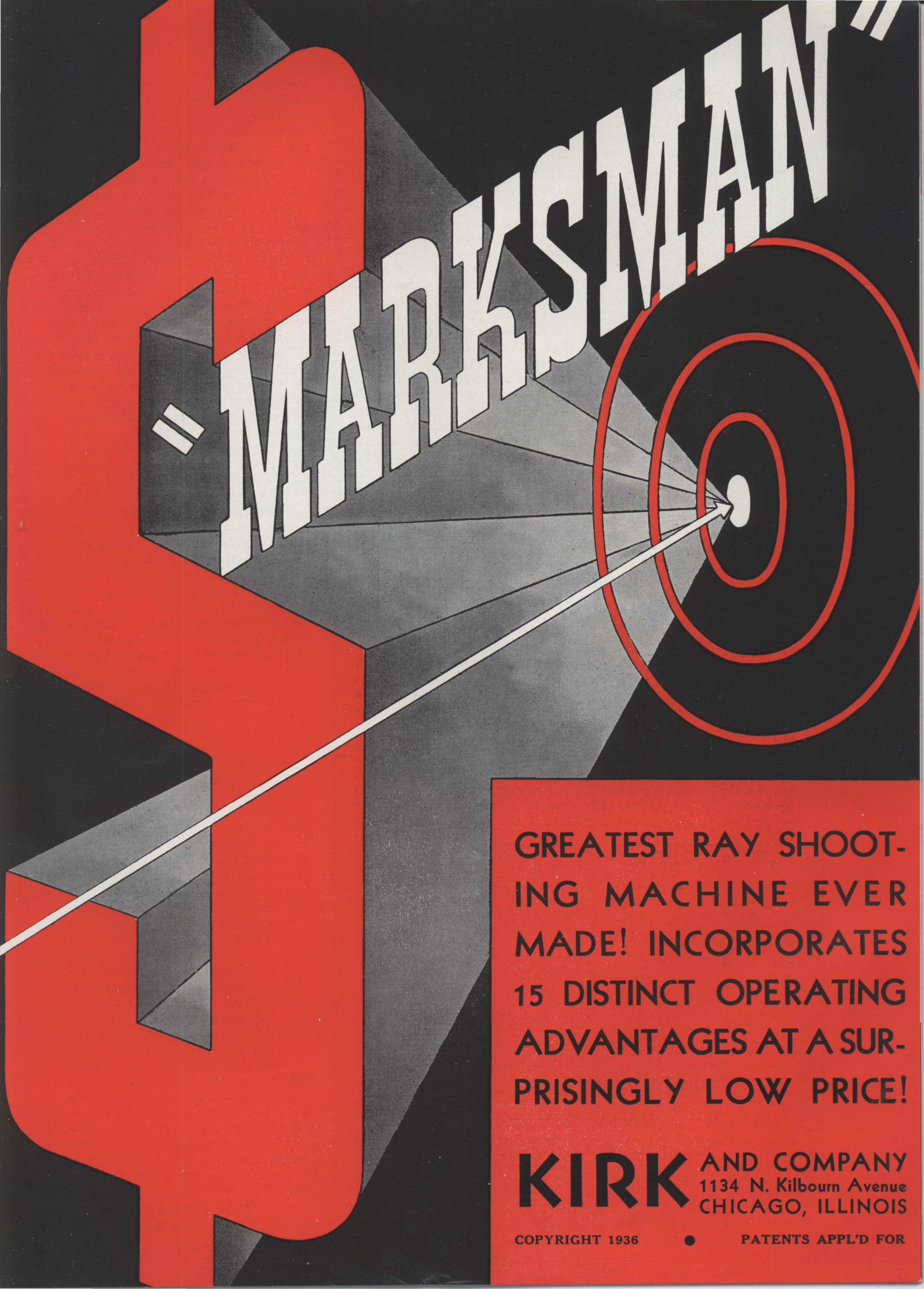
"Bill" Woolen, sales manager of the Buckley Manufacturing Company, announces a liberal financing plan on Diamond Mine, a new one ball deluxe size automatic payout table.

This is the first time in the history of the amusement machine business that such a generous offer has been made to the operators.

Precisely, the plan is this. The only investment the operator makes is on the basis of Diamond Mine's earnings. In other words, a part of the machine's receipts are paid to the Buckley Manufacturing Company and aplied against the purchase price of the machine. The operator absolutely takes no chances.

Mr. Woolen requests that all operators who are interested in this financing plan address their inquiries to him personally.

Diamond Mine is housed in a beautiful modernistic cabinet that is 22 inches wide and 45 inches long. Diamond Mine is a real thriller for the player. Its payouts are exceptionally liberal. The player shoots that big diamond crystal ball. If it drops into any of the "shoot again" holes, his coin is returned and he gets a free play for one of the great big awards. The center concave saucer pocket at the top pays 3 coins and also allows the player a free play. Awards of 15c to $2.00 at the base of the board invite the player to play and play again.



GREATEST RAY SHOOTING MACHINE EVER MADE! INCORPORATES 15 DISTINCT OPERATING ADVANTAGES AT A SURPRISINGLY LOW PRICE!

KIRK AND COMPANY
1134 N. Kilbourn Avenue
CHICAGO, ILLINOIS

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Watching the Trends

By CHARLES FLEISCHMANN (Baltimore Salesbook Co.)

During the depression years, men who lost their positions in other industries were looking for profitable employment. Thousands of them turned to operating coin machines temporarily, found they made a nice living from this business—and decided to stay in the business permanently.

The success of the pin game, has certainly been most responsible for these new comers. Yet in the past year the pin game manufacturer has not profited alone from his newly created clientele. Phonograph, salesboard, cigarette and other vending machine manufacturers have benefited tremendously. They experimented and developed a wider choice of better and more improved machines than have ever been offered before. New fields of operating were exploited and brought to the attention of the operator, so that the recent trend of the average progressive operator has definitely shifted to the practice of operating a variety of equipment.

The wisdom of this practice, I believe, cannot be disputed. The largest investors of money are the banks and insurance companies of the nation. They are interested in getting the largest percentage of interest possible but the investment must be sound. It is common knowledge that they diversify their holdings, and place their money in different types of investments. They have learned that changed conditions have altered the safety and security of the soundest investments. They employ a staff of trained men to study economic conditions constantly. They take a small loss, if necessary, but keep their investments up to date and protect the principal.

The same principles apply to coin operator's machines. The same care to be taken by the operator to protect his investment. He should receive a fair return from his locations or his investment is not sound. He should diversify the type of machines operated for safety and security of income. He should familiarize himself with economic conditions in his locality to guide his future investments. He should take a small loss if necessary and keep his equipment up to date. Certain types of equipment become unprofitable to operate, or unpopular due to various reasons, so that a variety of equipment would stabilize the earnings of any operator's investment.

The growth of our collection books has been as abnormal and as varied as the industry itself and reflects the growth of this trend among the operators. We started originally with a standard book for pin games and it was not long before the writer had to design others as requests for books to handle other types of machines became more numerous. Books for slot machines, diggers and phonographs were put on the market which have since become very popular. Recently four more books were added to our line which are for salesboards, vending machines, skee games and record requests.

The salesboard book is unique since it so designed to take care of the immediate collection, take care of a merchandise report for merchandise deals, and there is a "summary of collection" report where an operator can record all additional collections until the board is completed.

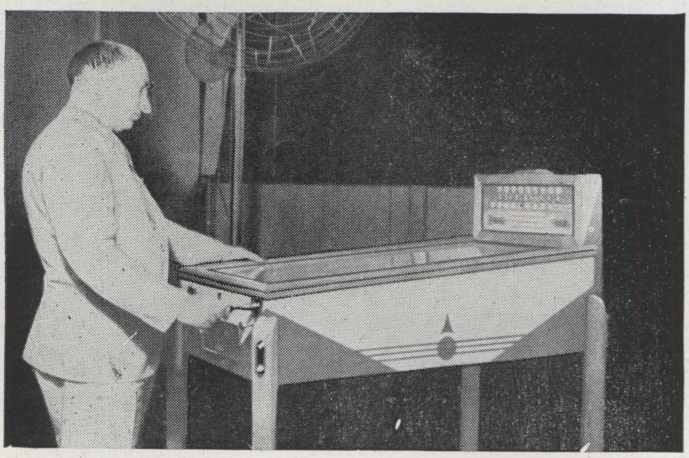
The vending book is designed to handle the collection from a few different types of vending machines, or a few different kinds of items from one machine on the same report. On the reverse side of the original copy is a "service" report where the operator can enter removals, replacements, or note repairs which have to be made.

The skee game book has a space allowed for pay out register readings as well as regular register readings, besides the other information necessary regarding the collection.

We are now carrying in stock a "record request" pad for phonograph operators. These pads can be given to locations for them to distribute to their patrons. This idea is especially suitable for restaurants and bar rooms as the waiter can supply a pad with the menu. The value of the idea is to make the patron phonograph conscious; to learn the type of music that the particular location prefers; and to give the impression that you are actually supplying music that will satisfy the majority.

We watch the trend closely and are trying to improve our service so that we can help operators of all types of equipment.

The writer recently visited Chicago and was deeply impressed by the cordial cooperative spirit that pervades the coin machine manufacturing center. Every manufacturer is actively alive with new ideas and thoroughly conscious of the problems confronting the industry. I have found them particularly interested to educate the operator to assume a more business-like aspect and intelligent handling of his locations. Several well-known manufacturers and jobbers have given our books away free in a sincere effort to help the operator. These concerns are spending their money to help the entire industry. They are sponsoring the use of ethical tactics and a finer and higher standard. With such leadership, operators that apply themselves intelligently, honestly, and watch the trends are bound to continue to progress and prosper.



B. D. LAZAR, WELL-KNOWN PITTSBURGH DISTRIButor, one of the first to look over "Lights-Out" novelty game by Bally Manufacturing Company. "Lights-Out" is said to be making a hit with players in all parts of the country, due to its unusual play principle.

fastest money-maker in the

BLUE BIRD

PAYOUT
PIN GAME CLASS

Bally's NEWEST 1-SHOT PAYOUT HIT!

CHANGING ODDS
●
70 to 1 GOLD AWARD
CAN BE WON ON ANY POCKET

Marvelous combination of Changing Odds and "EXTRA DIVIDEND" LIGHTS makes EVERY POCKET A GOLD AWARD WINNER — every pocket a possible 70-to-1 award! This new clever idea—plus Mystery Awards —FREE PLAY TO CHANGE ODDS— and other startling features make BLUE BIRD the strongest profit producer since the days of Jumbo and Bally Derby! Cure the "collection blues" with BLUE BIRD!

53 in. by 24 in.

Licensed by Consolidated Pat. Corp. Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

PAYOUT
$129.50
Ticket Model $139.50
A. C. POWER PAK
No charge for Check Separator
F.O.B. Chicago

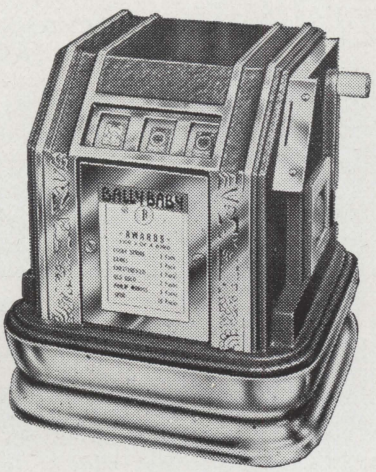
BALLY BABY

THE WORLD'S SMALLEST COUNTER GAME

CONSISTENTLY EARNING GREATR PROFITS DAILY!

More and more sensational earning reports come in on BALLY BABY every day! One operator writes: "I earned $84.70 in 12 days with one BALLY BABY." Another: "Am operating 48 BALLY BABY's and can truthfully say that it is the best investment I ever made."

Here's the reason for BALLY BABY's high-powered and consistent success: When you buy BALLY BABY, you really buy THREE SEPARATE GAMES AT THE COST OF ONE—the biggest value in the coin machine business today! CHANGE from one game to another EASILY MADE IN 5 MINUTES —and all three games are sure-fire money-makers on any counter.



These are the games that make BALLY BABY the famous player-hit: NUMBERS GAME, with tremendous appeal of 400-to-1 ODDS, PENNY CIGARETTE GAME and the 5-10-25 CENT TRADE STIMULATOR.

If you haven't tried BALLY BABY, you're passing up a real chance at big, steady earnings—month after month, all year 'round. STILL THOUSANDS OF SPOTS WAITING FOR THIS POPULAR GAME —so get going now in your territory!

6 in. by 5 in.
7 in. high

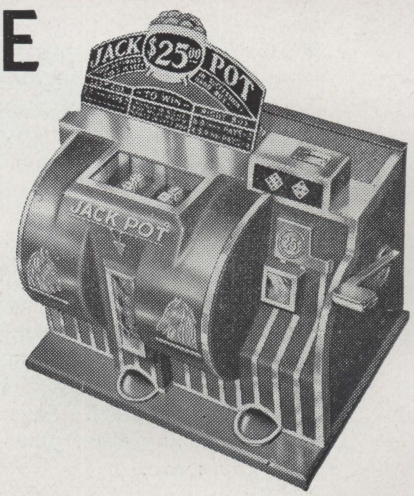
ONLY
$17.50

Complete with interchangeable Reels, Award Cards and Coin Chute Caps.

RELIANCE

PAYOUT DICE GAME

The REALISM of RELIANCE, as it duplicates every play known to regulation dice, makes it one of the biggest and most sensational profit-makers ever on the market! Smart operators—men who make a habit of picking and operating winners—call RELIANCE the greatest profit-producer in 40 years! Players are fascinated by the Free Play feature that lets 'em "throw till they make their point" or "lose the dice" on a 7. They're fascinated by the instantaneous payouts on winners—and, ABOVE ALL, by the big Gold Award for 4 "naturals" in a row! ($25.00 Gold Award on the quarter model, $5.00 Gold Award on the nickel model). A few RELIANCE machines will put you on Easy Street!



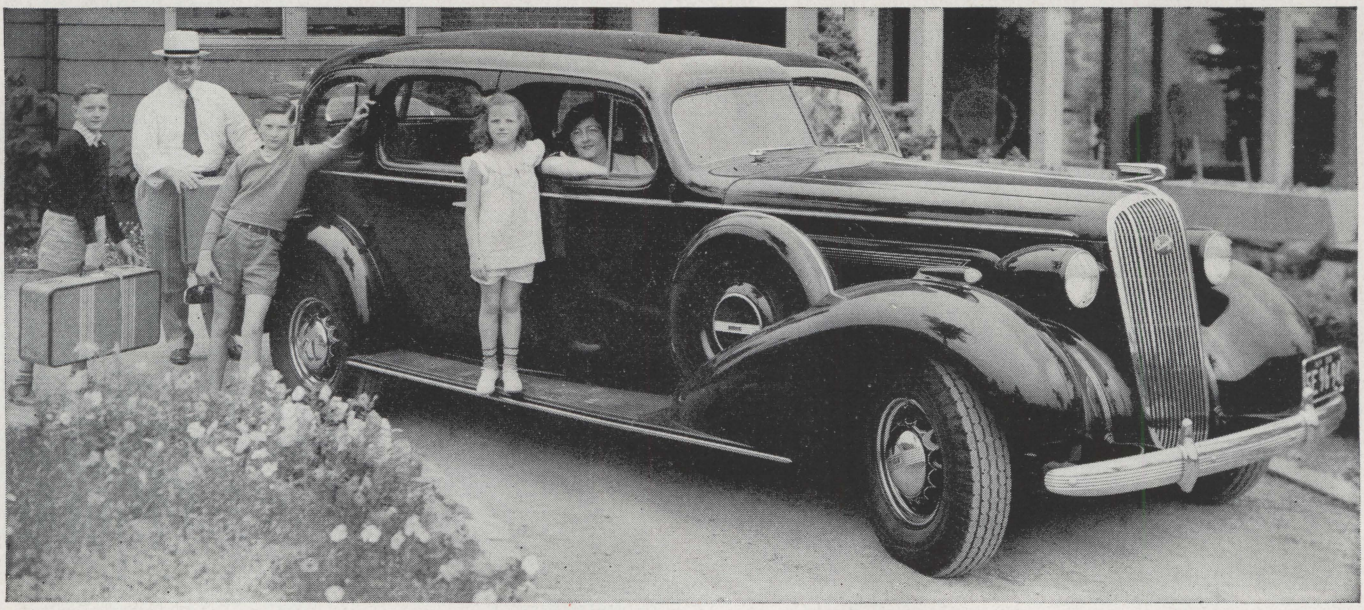
Quarter Model - - - $95.50
Nickel Model - - - $92.50
One-third with order, balance C.O.D
F.O.B. Chicago.

Start your Greater Profit Drive with these two counter game winners today!

BALLY MANUFACTURING CO.

2640 Belmont Avenue **CHICAGO, ILL.**

JOHN A. FITZGIBBONS, INC., Eastern Distributor
453 West 47th Street, New York, N. Y.



FOUR MILLION DOLLARS IN UNFILLED ORDERS ON WURLITZER BOOKS; SIMPLEX DEMAND HIGH

Interviewed before leaving with his family for a three-weeks cruise to St. Johns, New Foundland, and Halifax, N. S., Homer E. Capehart, vice-president of the Rudolph Wurlitzer Manufacturing Co., disclosed some astounding facts. Said he: "Wurlitzer has been running two to three shifts a day in the factory for over a year. Every machine in the plant is utilized and $50,000 worth of new equipment pressed into service to meet a backlog of orders now totaling $4,000,000. This is the greatest total of unfilled orders we have ever faced and I am confident, is unequalled in the coin machine industry. September production will average 250 phonographs a day. Skee-Ball production will again be stepped up due to ever-increasing demand on the part of operators for this initial product of Wurlitzer's new games division. Net shipments for the month will total $1,750,000." Pressed for reasons behind the amazing demand for Wurlitzer-Simplex Phonographs, and the Wurlitzer Skee-Ball, Mr. Capehart answered, "In the main there are two—the high quality of Wurlitzer products plus our policy of fair dealing with operators. We have found them an unbeatable combination in the past and the present Wurlitzer sales picture certainly bears us out."

OKLAHOMA NEWS

CONDUCTED BY
VERA GREGORY

Charles Todd, extensive operator over the western part of Oklahoma and in Texas, was in this week and reports business picking up.

C. A. Kettering, formerly operator of the Novelty Sales Company, Oklahoma City, was a visitor recently and reports as general manager of Pike's Peak Games, Colorado, that he has had a wonderful summer of business. Says he would not live in any other place than the hills any more.

Mc Coy of Shawnee reports that he has placed twenty McCoy tables and that he is doing a nice business.

Harold Gregory, Anadarko reports a splendid business with vending machines.

Howard Miller has just returned from a trip through Louisiana and Arkansas and reports the coin machine industry in the best shape it has been in three years in Oklahoma, Louisiana and Arkansas.

Kramer, Wurlitzer district representative, reports an unusual business pickup in placement of Skee Ball.

Since his recent change of location Miller, of Miller Novelty Co., has added two mechanics and three route men.

"FAIR ENOUGH," SAY GINGOLD'S CUSTOMERS

A simple, clever and effective advertising stunt was recently carried out by Max Gingold of Independent Novelty Company, Bally distributor in Springfield, Illinois. Mr. Gingold bought a flock of tickets to the Illinois State Fair, held at Springfield and mailed the "Annie Oakleys" to all operators in his territory. As a result, the following Saturday was practically Operator's Day at the Fair and the Independent firm had one of the busiest days in its history. "And," Mr. Gingold added, "we sold out every last game on the floor, both new and used, and booked a nice volume of business for shipment the following week."

H. C. EVANS CO. ANNOUNCE NEW SALES DIRECTOR

The H. C. Evans Company of Chicago announces the appointment of Mr. E. H. Tennyson as sales director. Mr. Tennyson is nationally known in the coin machine industry for his ability in merchandising fast production products where sales run into a heavy volume. Evans Rou-Lette machine is gaining constant favor with operators both in America and abroad. The game provides realistic roulette that appeals. It is contained in a high-class cabinet that adds to, and enhances the appearance of the fixtures in any location regardless of the class and expensiveness of the furnishings. As an attraction with player appeal it is tops to High Hats, and Evening Gowns, as well as impulsive Andy, at the Tavern.

PROFITS! PLAYER APPEAL! BEAUTY! MECHANICAL PERFECTION!

ALL YOU COULD ASK FOR—IN TWO SUPER AUTOMATICS!

A coin inserted in THE MYSTERY COIN CHUTE lights from 1 to 7 pigeons. As the big bronze ball passes over an award on the board, it automatically lights the corresponding numbers and odds on the backboard. Liberal payouts as high as $2.00. WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT. Beautiful Cabinet 24 in. in width and 50 in. in length.

$139.50 Stancor Univerter Batteries Optional

$149.50 Ticket Model

A great new 1-BALL AUTOMATIC PAYOUT TABLE. As a coin is inserted in the MYSTERY COIN CHUTE, 2 to 8 groups of numbers light on the backboard. Each group lighted has three individual numbers which are matched on the playing field. If the big bronze ball drops into any of these pockets, starting with the lowest number (for example, 1, 1-2, 1-2-3) the player is automatically paid the lighted odds (from 2 to 40). WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT. Deluxe Cabinet 24 in. in width and 50 in. in length.

$125.00 Stancor Univerter Batteries Optional

$135.00 Ticket Model

NO CHARGE FOR CHECK SEPARATOR

WESTERN EQUIPMENT & SUPPLY CO., 925 W. NORTH AVE., CHICAGO

CHICAGO COIN MACHINE COMMENT

By W. C. DILLON

Automatic World Representative *185 N. Wabash* *Telephone State 8971*

NEW COUNTER AMUSEMENT MACHINE LEGAL IN ALL STATES

A "Club-Jack" machine that violates no gambling or lottery laws that may pay off in either cash or trade, and cannot possibly be "fixed" or tampered with in order to make it unfair to anyone, conceived by Mr. A. R. Babcock of Chicago, has been perfected, is now on display, and is being put in use in retail stores throughout the country as a lucky-number business stimulator with which to retain old, and gain new customers. It is an impressively handsome machine.

The machine consists of revolving wheels set in motion by pulling a crank or handle. The wheels are numbered and the number that appears in the window decides the winners. No coins or slugs are needed to operate it.

In using the machines in building up trade as a stimulator, if (for example) a woman has just made a $1.23 purchase, she will be allowed the thrill of pressing down the handle herself and making the lucky numbers whirl, and if the last two numbers of her purchase appear on the machine when the wheels have ceased to spin, the customer is entitled to her entire purchase without cash payment. Some merchants pay off with some stated prize, changing the prizes daily. Some prefer to use special handy-form tickets issued for that purpose by the Four-Jacks Corporation, manufacturers of the machines. If the special tickets are used, one of them is presented to the customer at the time of handing the purchase to her. Then, as before, if the final two numbers on the ticket given her correspond to those finally remaining in the machine, she is entitled to her purchase free of charge. Or to a prize if one is offered instead.

There are three different Club-Jack machines, one, two and three wheel models. The 1-wheel pays off at 10-1, the 2-wheel at 100-1 and the 3-wheel at 1000-1. A number of ways can be worked out for playing Club-Jack. A customer may spin the wheels as long as he wishes before releasing the handle. In this way he realizes that the machine is purely a matter of luck and everyone has a fair chance.

Judging from the contests being run in every line of industry the nation is "contest crazy" and a game which offers the customer a chance to "get something for nothing" has its appeal. The company has an operator's arrangement which it is believed will quickly put thousands of machines on location.

Mr. Babcock, the originator of this machine, is the man who devised and copyrighted a system called "Speed Jack" of paying prizes to patrons, by using the numbers of contestants who finished first, second and third at racing contests of motorcycle and auto, and tying that combination up to the last three numerals of rain checks or ticket stubs. The system has been used at Soldier Field at Chicago, and at state fairs.

Mr. P. A. Gollnick, field representative of the Four Jacks Corporation of Chicago left there September 20th for an extensive trip, including the south, relative to establishing distribution of the company's new "Club Jack" machine.

PACES RACES ALWAYS POPULAR

They're off—Paces Races, into their twenty-fourth month of manufacture in September with sales greater than during last year. The remarkable sales of this machine has not been a surprise to Paces Races, Inc., of Chicago as its officials knew the mechanism was designed to stand up under a long period of service and that its game appeal would keep it constantly played on location. During the past two years their opinion has been verified, and also attested to by the many thousand operators who have Paces Races on location. Gross sales have increased from month to month since the game was presented to the public.

Races perform every function of any horse race at any "Big Time" track except—the odds are given three seconds after the horses start. Horses, alive or miniature, cause a thrill as they go down the stretch, passing, being passed, regaining, in the lead again—winning by that nose. And is that noise of the winnings going down the shoot to that waiting palm, good news? You are dam tootin' it is. And that thrill; that something, that gets the nerves all in action, is why the popularity of Paces Races continues to grow, and keeps the crowd around the machines on location.

The big chiefs at the general office we have found out through the grapevine route, let themselves in for bromo, ice packs and what have you, for the morning after, as a result of, in an unguarded moment including in their printed literature the notation "We pay hotel and all transportation for you or your mechanic to take a week's course so that you may properly service your "Races," when you buy five machines." The joker being that those who take advantage of this offer instead of spending several days with the machine, savvy it in less than a day, then say, "All right, big boy, get your hat, we're going places for the next five days and nights."

DAVE GOTTLIEB'S THREE NEW GAMES ARE CLICKING

Dave Gottlieb & Company, Chicago, has three games clicking that are making Christmas out of their friends who have them on location. They are: Hit Parade Base Ball, Derby Day Race Track and Skill Roll.

One of the many reasons why Dave has been so remarkably successful in putting out "winners" has been his uncanny ability to pick an idea that clicks and roots in with all classes of the amusement loving public. Had he been a casting director at Hollywood he would have been giving us pictures with appeal, flash, action; real money makers,

the same as he is giving the coin machine industry with his games.

After becoming all tangled up with the games named above in the display room for a couple of hours, and still being in high gear—playing them, boy—Dave appeared on the scene. It was past time to go home and call it a night, but, seeing my intensity in the Hit Parade Base Ball game, he was non-plussed whether to get me out with a sock in the jaw, the laying on of a P-El club he has for such purposes, or to inveigle me out with a Scotch and Soda. Sure—I managed to get home.

Cohen (To his young coming son): "The customer may be nuts—but the dam fool is always right—while in sight."

SOUTERS LEAVE FORT WORTH

Mr. and Mrs. Charles F. Souter, popular members of the industry for many years, have sold their business and moved to Dallas. They sent the following interesting letter:

"As you probably know, we sold our business and equipment to the Frank-Rich Distributing Co., who will continue to operate and expand their route of cigaret machines as conditions warrant it.

"We are sure most of the local Fort Worth operators of amusement machines will be glad to co-operate with the Frank-Rich Distributing Co., in connection with this merchandising branch of their business, and will give them their hearty support.

"It is with great reluctance that we decided upon disposing of our business in Fort Worth, but it was made necessary so that we could devote our time to looking after and improving our real estate investments both here and in Fort Worth.

"We feel, however, that our retirement from the coin operated machine business is only temporary, and after taking a long vacation and catching up on our "fishin'" which was greatly retarded during our eight years in business, it is highly probable that we will heed the "call of the coin slide" and be back in the game.

"Right now, however, we are oiling up the old shotgun and reels, preparing for a belated trip to the Ozarks for a few weeks, after which we will go to the South Texas coast for a weeks' fishing.

"Regards to yourself and all our Fort Worth operator friends."

Tom Hamlon Pronoted to Advertising Manager of Rock-Ola Mfg. Corp.

Mr. Jack Nelson, general sales manager of the Rock-Ola Manufacturing Corporation, Chicago, Illinois, advises that Mr. Tom Hanlon has been promoted to the position of advertising manager, succeeding Mr. Milton Swanstrom, who has accepted a position on the West Coast.

Mr. Hanlon has been connected with Rock-Ola in the Phonograph Division. He has a background of varied experience which will be invaluable to him in his new position. Mr. Hanlon was director of sales and manager of the advertising department of the Advance Pattern and Foundry Company, Manufacturers of the famous Super-Maid cookware from 1925 to 1931. From 1931 to 1934, he was in the advertising business both in Chicago and New York. He helped to create and originate the Club Aluminum Company in 1922.

Mr. Hanlon has had considerable experience in the amusement world, having been a performer in well-known musical comedies and has also managed several musical comedies such as "Irene," "The Pink Lady," "The Big Little Show," "Madame Butterfly," and Jane Cowl's "Smilin' Thru."

Mr. Hanlon will also assist with the general sales promotion work under the supervision of Mr. Jack Nelson.

Best wishes to Tom! Congratulations to Rock-Ola!

EARL REYNOLDS CERTAINLY COOLED THE AUTOMATIC WORLD BUNCH

The AUTOMATIC WORLD staff is certainly indebted to Mr. Earl Reynolds for a very thoughtful and friendly act recently when he shipped a big 36-inch fan (the Freshned Air) Gaylord Fan to our office for our use for the balance of the summer. Say, it's mighty fine, Earl, and we are grateful for your thoughtfulness. Maybe we can do something some time that will cool you off or WARM YOU UP, or something. Anyway, we do appreciate it.

THOROBRED ADVERTISING POEM WINS AD CLUB HONORS

At a recent Chicago Advertising Club meeting, Morris and Davidson, Incorporated, were the recipients of a handsomely engraved scroll for the outstanding trade journal copy for the month of July.

The theme which won the award is a poem about the Western Equipment and Supply Company's Thorobred. Leading Chicago copywriters based the award on "the descriptive human interest written in poetry and then so remarkably coordinated with a complete description of the commercial object."

The poem, which Morris and Davidson has incorporated on the first page of the beautiful four color Thorobred brochure, reads as follows:

Amid frenzied excitement and resounding cheers,
"Boots and Saddles" summon the gallopeers;
They're at the post and the barrier's sprung,
The "Bang Tails" are off on a long swift run;
A length behind, and then head and head,
It's the do or die test of the Thorobred;
For this Sport o' Kings pays off on the best,
And the Glue work's the place for all the rest!

Now Western offers this same Sport o' Kings,
With its thrills, actions, and all those things;
In a new automatic that seven can play,
A press of the lever send the horses away;
Two to thirty are the stakes to be won,
By the player's horse that wins the run
To the exciting finish with the same "head and head,"
The name of the game? Why it's Thorobred!

The poem was written by Bertram B. Davidson, of Morris and Davidson, Incorporated.

Why Bad Publicity?

By L. M. BRYANT

THIS is a story about publicity. And you, Mr. Operator, having read just this one statement may wonder for a moment just what bearing an article on that subject can possibly have upon your business and why it should appear in your magazine. So before we go any further we better ask you right now, have you ever really stopped to consider what an important factor publicity is in the coin machine business?

We do not mean just that kind of publicity about the industry that is brought to you by Automatic World and similar publications. Articles written for coin machine periodicals naturally are prepared by those who are in the know and the authors, because they know both sides of the question, do all that lies in their power to further the interests of the individual operator. Their kind of publicity is the right kind and next to your own location owner, whom you keep contented by square shooting methods and co-operation, probably is the best advertising agency for the coin machine business.

Then there is the local kind of advertising, the kind that every experienced operator has to deal with at some time or another in his operating career. Your local newspaper whether it be a metropolitan daily, a small town weekly, or one of the in-between types, gives publicity to virtually everything that its editor thinks the people are interested in. And because every editor knows that the coin machine industry is a mighty big issue today any way one looks at it, he seizes eagerly upon any item concerning the industry that he thinks may possess reader interest. As an illustration, notice whenever a crusade for or against certain types of machines is brought up in a state, how the various news gathering and dispatching agencies relay every bit of publicity concerning it to the newspapers they serve. Regardless of the kind of sentiment they express, those bits of news are important in the eyes of the newspaperman because he knows his readers are interested in them. Good or bad publicity, he is going to print it just the same, Mr. Operator.

Now comes the question—Why bad publicity? The good kind, naturally you don't worry about. The more of that, the better. But what about the other kind? Perhaps at some time or other your own local paper has staged a lone hand campaign, unfavorable to the coin machine interests, and if so, you know just how much you have been annoyed by some of the nagging, petty little items you have read. You have wondered at the discrimination against a business, wherein you at least know, the operator has to use just as much energy, planning and determination as does that very editor, in order to make a go of his job. We bet you have felt a dozen times like going down to that newspaper office and telling that editor a few things and asking him why he didn't pick on somebody else for a while.

The writer wondered about that kind of discrimination too, knowing as he does that it exists in many territories and so he has staged a sort of one man investigation into it for the benefits of all you other operators who probably haven't time for investigations anyway. We picked from our own and two neighboring states some dozen good sized newspapers that had been yammering away at the coin machine operators in their communities for some time and we went to considerable pains to find out who was responsible for writing those unfavorable articles. Want to know the answer? In almost every instance we learned the same thing. The average newspaper editor or reporter who comments locally and unfavorably upon the coin machine business plainly just doesn't know what he is writing about. Of course you knew that all along, didn't you, but we will tell you why he does not.

On approximately two-thirds of the newspapers we checked we found that our writer was some kid, fresh out of high school or college and itching to make a name for himself by attacking tone side of some question that was of more than usual interest to the readers of his column. He was that same youngster who ripped some candidate to pieces before the election and who later fell all over himself trying to make amends after that candidate was nominated. He will tackle any subject from a better babies contest or a plant a tree campaign to a presidential election and, sadly, often he knows about as much concerning one as the other. As a rule he writes what he thinks, not what the general public thinks. Coin machines being an important

NATIONAL SCALE COMPANY IN NEW MINNEAPOLIS QUARters—Photograph snapped just before the crowd of approximately 600 operators began to flock in to celebrate appointment of National firm as Minnesota distributor for Bally Manufacturing Company. M. L. Priebe, National's president, is at extreme left; third from left end is Jim Buckley, general sales manager of Bally Manufacturing Company; Art Garvey, Bally field representative, is at the extreme right; third from right is Don McConnell, sales manager of the National concern.

Service -- Honesty -- Dependability

▲

There is something in the make-up of certain business organizations that makes people want to deal with them. Such organizations are almost invariably producers of a good commodity or service, offered at fair prices.

Definite policies that are fair to themselves as well as to the customers, a sincere effort to serve, sensible and prompt adjustments where the occasional slip-up occurs, are a few of the sign posts by which these organizations are recognized.

Such organizations possess integrity, character, credit and good will, things that money cannot buy. Not the written guarantee that backs their products and service, but the inclination to trade with such organizations is based on a stronger bond than a guarantee or any signed or sealed document; and, is built on confidence engendered by the respect we willingly and irresistibly pay to those who consistently adhere to a high standard of business ethics.

E. V. ROSS

▼

Oriole Coin Machine Corporation

ORIOLE BUILDING

BALTIMORE, MARYLAND

BRANCHES:

886 Main Street
Buffalo, New York

943 Eye St., N. W.
Washington, D. C.

1410 Fifth Ave.
Pittsburgh, Pa.

and much discussed problem in his community, he hugs that issue lovingly to his bosom and never misses a chance to get a line or a paragraph about them into print.

In other instances we found that our writer was a middle-aged or elderly editor. And he, like the cub reporter, didn't know whereof he wrote because he only knew about the industry as it was back years ago before it had been lifted from the gutter, given a good bath and started on the road to respectability and prominence it travels today. Just ask him a few questions if you do not believe this statement. Does he know about the huge concerns, hiring thousands, that manufacture the coin machines today? Does he think of the hundreds of alert up-to-date business men who sell and operate those same machines and who enjoy the respect and trust of their fellow citizens? Does he realize the enormous demand for devices, confections of various kinds, etc. that are vended by certain types of coin operated machines and that more and more of those machines are coming into use all the time? Does, he as he should, consider their importance as the business stimulators that benefit the merchants of his own city and help make his community a lively one? He probably does not. He still thinks in the terms of yesteryear without actually knowing the facts and like the youthful employe, generally "just writes to be a'writin' ".

Now those who really know the truth about the matter, realize that those newspapers are printing a great deal of unjust criticism about the coin machine operators and its high time something was done about it. Because, regardless of what they say, those items are read by hundreds and they do help mold public opinion. Sorry as we are to add to your load of work, Mr. Operator, we do think that the only way to eliminate those nasty little articles that may be appearing from time to time in your local newspaper, is to start a little campaign toward educating that editor who gets in your hair, to your point of view. That's the best way to make him change his editorial policies towards your business.

Traffic jams cause fewer accidents than pickled drivers.

"Sometimes one pays for the things one gets for nothing."—Einstein.

Capt. Howard Stansbury made the first survey of Great Salt Lake.

Wurlitzer Plant Mecca For Travelers and Tourists

Of the countless thousands of vacationists, tourists and travelers visiting Niagara Falls this summer, no small proportion has stopped to view the wonders of the nearby Wurlitzer plant, home of the Wurlitzer-Simplex Automatic Phonograph and the Wurlitzer Skee-Ball. Show place of the Niagara Frontier, the Wurlitzer factories extend an open hand to visitors with an inspection tour that is an education in itself. Evidence that, like everyone else in the plant, Wurlitzer guides are busy is proved by the following partial list of Wurlitzer visitors in the past few days.

Visitors from the East were: Maurice Piesen, Coney Island, N. Y., Nat Cohen, New York City, Albert Navickas, Forestville, Conn., Joe Fishman, New York City, Al Schlesinger, Poughkeepsie, N. Y., J. Schoell, New Haven, Conn., Jerry Aitro, New Haven, Conn., E. H. Whitney, Oswego, N. Y., H. W. Snyder, Oswego, N. Y., Dave Margolin, New York City, Joe Eisen, New York City, S. Brotemarkle, Cambridge, Md., Ben Walemitz, Rochester, N. Y., Abe Granitestein, Rochester, N. Y., G. Anderson, Jamestown, N. Y.

The South, too, was well represented by recent visitors to the Wurlitzer Plant. They were: R. C. Thomason, Spartanburg, S. C., H. W. Carpenter, Wichita Falls, Texas, Jos. Saik, New Orleans, La., Benj. Neubauer, Thibodeaux, La., Jack Cisenfeld, Washington, D. C., Harry Cohn, Cincinnati, Ohio, Harry Payne, Newark, Ohio, Harry Drollinger, Dallas, Texas, Cy Lynch, Dallas, Texas, Bill Shayne, Miami, Fla., W. R. Deaton, Greensboro, N. C., Miss Nellie Ross, Pittsburgh, Pa., Mr. and Mrs. C. L. Hopkins, son and two daughters, Galion, Ohio, Mr. and Mrs. Morris Hankin, Atlanta, Ga.

From the West were: M. Kutzen, Detroit, Mich., R. S. Bleekman, Chicago, Ill., M. Simon, Cleveland, Ohio, J. Nagle, Cleveland, Ohio, Max Glass, Chicago, Ill., C. C. Johnson, Flint, Mich., J. Klusch, Flint, Mich., Mr. and Mrs. Art J. Olsen, Chicago, Ill.

WINS "ROUNDUP" AT ROUNDUP OF OPS

H. E. Cronnett, St. Paul, Minnesoto operator, won the door prize of a Bally Roundup, offered at grand opening of National Scale Company, Minneapolis, new Minnesota Bally distributor.

BALLY-ROLL IN COIN MEN'S RENDEZVOUS—Bally Manufacturing Company's Bally-Roll machine is said to be one of the most popular games at the Playland in the Sherman Hotel, Chicago, scene of the annual convention. "Celtic Cafe" sign in the background will arouse many fond memories in the minds of coin-men everywhere.

KEENEY TO HAVE FACTORY NO. 4

Jack Keeney's man, Becker, states that in spite of the big business the Keeney firm has enjoyed on their Bowlettes, he confidently believes the surface has just been scratched. Even though thousands of Bowlettes are now on location, the Keeney firm's sales for that game are larger than ever, due to several important factors. With cooler weather coming on, the public is patronizing indoor places. Many are noticing for the first time the new type bowling games, and are looking forward to them as a means for exercise and amusement. Bowling games are becoming familiar to the public, who have been intrigued by their play. Ray Becker has been informed by many of the operators who have purchased Bowlettes, that leagues and clubs have been formed for the playing of Bowlettes in order to test the individual and team skill. Bowlettes are accepted everywhere as a permanent means of diversion.

Keeney's Bowlette game has proved so popular that the three Keeney factories have been overtaxed with the endeavor to fulfill the demand created. With three separate factories in daily production on Bowlette, Jack Keeney has been forced to inspect other premises in the endeavor to find a suitable location for a Keeney factory No. 4. Jack Keeney has informed the operators that every Bowlette produced will represent the very ultimate in mechanical and electrical construction. Therefore, so as not to endanger the quality by overloading the three present Keeney factories, he will soon have Factory No. 4 in full production on a daily quota of at least twenty-five Bowlettes.

BOWLETTE GOING BY CARLOADS

Jack Keeney's man Becker reports that solid truck and carloads of Bowlettes are going out to such leading distributors as Babe Kaufman of New York City O. D. Griffin of Detroit, Michigan; Automatic Industries, Buffalo (Gowanda) New York; Irving Bromberg of Los Angeles, California; Jack Moore of Portland, Oregon; C. & M. Novelty Company of New Orleans, Louisiana; R. F. Vogt of Salt Lake City, Utah; Wisconsin Novelty Company of Fondulac, Wisconsin; Ed George Novelty Company, Akron, Ohio; Coin Amusement Supply Company, Toledo, Ohio; Banner Specialty Company, Philadelphia, Pennsylvania; Trimount Coin Machine Company of Boston, Mass.; Veech Scale Company and others.

All three factories of the J. H. Keeney & Company are working day and night producing well over 100 Bowlettes a day. The manufacturing quota each week totaling over 1,000 games. The assembly of the various mechanical units is done at the Keeney factory No. 1, the original Keeney plant. The other 2 factories take care of the complete assembly and shipping.

Several additional improvements have been made on Bowlette recently, which makes this game all the more desirable. A new "all positive" ball counter register has been especially designed by the Keeney firm, which positively registers all balls thrown, regardless of how fast they are bowled. All 9 balls can be bowled at one time, and still the register will correctly indicate the total score and the number of balls bowled.

In order to keep noise at an absolute minimum, special silencers have been introduced at several points in Bowlette. This new feature will be most appreciated by operators who desire to place bowling games in locations where noises would be objectionable.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

What, another carload of Do Re Mi's for National Coin Machine Corporation? Yes, that's right—National Coin is buying the Mills Do Re Mi by car load now—for they are making out well with their present stock of Mills phonographs and will not operate any other kind. Strictly a Mills house. Altogether they have about 300 Mills phonographs in operation. Eddie Clemons is general manager of National. He is shown here with Frank Oakes, crack Mills salesman (in hat), and his crew of men, cars and Do Re Mi's.

SEEBURG SYMPHONOLA HELPS ELECT A MAYOR FOUR TIMES!

Back from an extended business trip throughout the Southeastern States, Earl Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation, recounted the wonderful acceptance of the complete line of High Fidelity Symphonolas throughout the territory.

Among many interesting stories (and how "Oil" can tell 'em) one in particular was of special interest.

"It happened in a typical small Southern town. Approaching the small village square, I noticed a crowd, numbering a few thousand, fervently cheering with a strong, clear, impressive voice. Of course, forgetting the paternal advice of 'mind thine own business,' I piled out of the car and set forth to see what was happening. I didn't have to go very far before "and if re-elected mayor of this garden spot of America, I promise you . . ." was the usual political blarney that greeted my sensitive ears.

"Not paying any attention to the mayor's speech, I was very much impressed by the clear enunciation and excellent performance of the loud speaking system, although I was fully a half city block away from the speaker. Naturaly interested in amplifying systems, I decided to do a bit of snooping around.

"I finally edged up close to the speaker's platform, and honestly, I could have keeled over when I saw the microphone was attached to a Model "F" Seeburg High Fidelity Symphonola. I spotted four loud speakers placed up in the trees.

"I have heard the Seeburg Symphonolas perform in auditoriums, dine and dance locations of all sizes, but I was thrilled to actually listen to one of our machines perform with such perfect clarity at a distance so far removed from the speaker especially out-of-doors.

"Leaving this 'garden spot of America' I wended on my way. A week later, I drove through this same small town. I know all the operators in the section and decided to hunt up the owner of this particular machine. Finally finding the operator who owned it, I was told that the Mayor has borrowed a Seeburg automatic phonograph from him in his last four campaigns and each time, the Mayor was successful. This same operator told me it is not unusual that several times a month he rents the Model "F" Seeburg High Fidelity Symphonola to various organizations and societies who in turn use it as a public address system."

GERBER & GLASS DOING RUSHING BUSINESS ON REEL 21

"It pays to be daring," according to Max Glass and Paul Gerber of Gerber & Glass. Both of these men have this interesting story to tell about their firm's sensational success in making Daval's Reel 21 the largest selling counter game the industry has ever had. "We knew upon first seeing Reel 21 that it was a 'natural.' It had every appeal that makes for a counter game success. In our endeavor to create a new merchandising plan for the promotion of the game, we hit on the idea of offering a seven day free trial. The operators and jobbers were naturally dubious about such an offer. It truly sounded too good to be really sincere. However, after selling more than 14,000 Reel 21's, not one was returned even though our firm stood ready at all times to take back any Reel 21's that did not meet with the purchaser's entire satisfaction. So tremendous was our success with this generous selling plan in promoting this counter game that we have authorized the Daval Mfg. Co. to have all of their jobbers and distributors use a similar guarantee as ours."

Gerber & Glass are Daval's distributor in twelve midwestern states. Their famous counter game promotions have earned for them the title of "The Counter Game Kings of America."

Mr. Glass informed the writer that his firm has sold over 120,000 counter games alone in the past eighteen months. Their hardest job, he stated was to secure shipments in a large enough volume so that the Gerber & Glass reputation for service and prompt shipments would not be endangered.

Gerber & Glass maintain a large warehouse in conjunction with their spacious salesrooms, with the added feature of a truck driveway. Here games can be loaded direct to the big intercity trucks. A staff of twenty-two men is constantly kept busy receiving, checking and shipping games. A Chicago shipping association has declared Gerber & Glass' warehousing and shipping facilities to be among the finest and most modern in the city.

KEENEY SHOWS NEW AND IMPROVED MODEL BOWLETTE

In line with the J. H. Keeney and Company's policy of making constant improvements on whatever devices they are presenting to the automatic field, Bowlette has had several new features added. New de luxe cabinets for Bowlette are available in attractive color combinations. While the former cabinets reflect the good quality of materials and workmanship that went into their construction, the new cabinets have added flash and color. Another feature is the new All Positive Ball Counter Register which was specially designed by the Keeney firm. This improvement was made so as to eliminate all possibility of complaints on the part of the players. The Ball Register positively registers all balls thrown regardless of the speed at which they are bowled. All 9 balls can be thrown at one time, and still the register will correctly indicate the total score and the number of balls bowled. The all-perfect electrical mechanism of Keeney's Bowlette is conceded to be absolutely fool-proof and trouble-free by everyone. All parts used in the assembly are of super size so as to withstand any extra abuse which the game may be put to. The assembly is made on one board which may be easily removed for servicing, such as cleaning, etc.

Jack Keeney's man, Becker, states that the Keeney factories No. 1, No. 2, and No. 3 are in full production, keeping up with such 5 a day shipments to the following Keeney distributors as well as many others. Standing orders for 5 go daily to the Silent Sales Co., Minneapolis, Minn., Jack Moore or Portland, Oregon and Seattle, Washington; Irving Bromberg Company of Los Angeles and San Francisco, California; Santone Coin Machine Co., of San Antonio, Texas; Babe Kaufman of New York City, N. Y.; Banner Specialty Company, Philadelphia, Pennsylvania; O. D. Griffin of Detroit, Michigan; Automatic Industries, Buffalo, New York; C. & M. Novelty Company of New Orleans, La.; Trimount Coin Machine Company of Boston, Mass.; B. M. Y. Novelty Company, Cleveland, Ohio; R. F Vogt of Salt Lake City, Utah; and others.

One reason why so many crimes are committed is that so few criminals are.

O. D. Jennings and C. R. Kirk Launch Huge New Manufacturing Enterprise

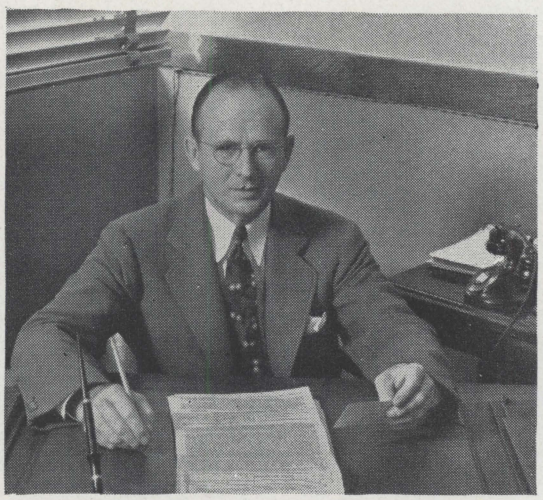
"Despite the phenomenal growth of the coin machine industry, I feel that it is still in its infancy and it has always been my desire to assist and encourage ambitious young men with new and progressive ideas, because if this business is to continue its rapid advancement, we must constantly be seeking new blood to make this industry eventually rank among the major industries of the country.

"Mr. Kirk, with whom I have become associated, needs no introduction to the coin machine industry, as he established an enviable reputation as an executive with one of the important manufacturing companies here in Chicago, and I am confident that under Mr. Kirk's guidance the new C. R. Kirk & Co. will quickly make an important place for themselves in the industry."

C. R. Kirk, familiarly known as Claude, has had one of the most spectacular rises in the industry. His first outstanding success was when he came East with the sensational machine called the Lark, which was manufactured in California and was the outstanding development at that time. For several years he was engaged in the manufacture and operation of coin operated machines on the Pacific Coast with such success that in 1933 he was induced to come to Chicago to become vice-president of the Exhibit Supply Co., where he established an enviable record in the promotion and sale of many outstanding games. In addition to being an experienced executive and possessing an uncanny skill for picking winners, he is also of an inventive turn of mind, having invented such outstanding successes as the Steeplechase, Magic Clock, and the first ticket game unit, and his latest and most successful contribution is the new, sensational Rotary Merchandiser.

In commenting on his new venture, Mr. Kirk had this to say to your reporter: "In the formation of this new company, I have surrounded myself with those men who, in my opinion, have been most outstanding in their respective fields, and it will enable me to carry out a program of manufacturing and distribution policies, predicated on my many thousands of contacts with distributors, jobbers and operators throughout the world. Many months have been spent in formulating and developing new ideas which will be announced from time to time to the trade, and I am confident that the C. R. Kirk & Co. will very quickly make a very definite place for themselves in the industry."

Frank Maitland, vice-president and general manager of the new concern, was formerly an executive with the Industrial Acceptance Corporation, and president and general manager of the subsidiaries for the Studebaker Corporation of America at South Bend. Frank, as he is familiarly known to the coin machine industry, developed and operated machines on the Pacific Coast until about three years ago when, at the request of several manufacturers, he brought some of his ideas to Chicago, which were incorporated in several very successful numbers. It is a well known fact that he has designed and sold more machines to manufacturers in Chicago than any one individual in the industry. In connection with his designing and development work, Frank has traveled over 50,000 miles throughout the United States, seeking new ideas from jobbers and operators everywhere. Among his contributions to



Frank K. Maitland, C. R. Kirk & Co.

THE ROTARY MERCHANDISER

the industry was the introduction of jumbo tables, light-up games, remote control and multiple coin chutes, and we understand that very shortly his major accomplishment will be publicly announced to the trade.

William E. (Bill) Struby, chief engineer in charge of production, is one of the industry's best known engineers and has a strong background in coin operated devices, particularly machines employing electrical units. Bill has been identified with some of the leading coin machine organizations, being formerly associated in the production department of the Capehart Corporation, and before that with Holcomb & Hoke, pioneers in the field of coin operated phonographs. During the past three years he has been associated in the production department of the Exhibit Supply Company and has played an important part in the production of the new Rotary Merchandiser.

Ed E. Collison, one of the country's most outstanding mechanical engineers, is co-designer of the Rotary Merchandiser. His experience also parallels with that of other executives of the new organization, having been at one time chief engineer for the Capehart Corporation and Holcomb & Hoke, and has served as chief engineer for the staff of the Servel Refrigeration Corporation. Steve, as he is better known to his friends, was one of the co-designers of the first ticket game unit. We almost forgot to mention that Steve also played a big part in the development and production of the original peanut and popcorn machines.

For many weeks a large staff of mechanical and electrical engineers, together with several experimental men, have been busily engaged in the development and perfection of new machines, some of which are already undergoing thorough tests, and announcements of special importance will be forthcoming in the very near future. It is said that the C. R. Kirk & Company's engineering and experimental staff is one of the finest group of men ever gathered together in the coin operating industry.

Fall Guy

She took my hand with loving care,
She took my costly flowers so rare,
She took my candy and my books,
She took my eye with meaning looks,
She took all that I could buy,
And then she took the other guy.

Oriole Couples Opening of Its New Building with Annual Convention

Baltimore, Md.—At 3 p.m., August 29, Oriole again made history for the industry, by formally opening the most modern and complete coin machine establishment in the world.

The building located at 138-148 West Mount Royal avenue, is of modern architecture and design, with one of the most beautiful interiors ever constructed in any building. The main floor houses the general offices, the coin machine division, the phonograph division, and merchandise machine division; all in seperate modern up-to-date showrooms. It also provides on the mezzanine floor an operators' club room, a general conference room, a luxurious lounge and the executive offices.

The balance of the building consists of convenient stock rooms, a complete parts and accessory department, and a most up-to-date service department, with all kinds of testing equipment.

A warehouse that can accommodate several carloads of merchandise is so planned that trucks can drive in and out without loss of time or inconvenience. The building is accessible from nine entrances, and is so well arranged that it provides great convenience for customers, as well as the employees.

All of the offices are equipped with art metal desks, finished in gunmetal with chrome trim, as are the filing cabinets and other office accessories. The beautiful lounge is outstanding in the luxury and completeness of its appointments, being furnished with chrome framed chairs, upholstered in red leather. The cushions, of the air release type, are very comfortable and restful. The showrooms are tastefully arranged, care being taken to show each item completely, yet, naturally, without detracting from the other show items.

The general color scheme, while very simple and subdued, conveys to the visitor an atmosphere that is at once both restful and hospitable. The ceilings are done in light gray, the walls in a deeper tone of the same color, while the floors are in a dark gray shade; the whole blending in so natural and pleasing that, as mentioned, the visitor is made to relax and immediately feel at home.

The columns supporting the mezzanine are cleverly worked into the general scheme, by being covered with black criptolite, trimmed in chrome.

The general offices are set off by velour covered ropes, with chrome fastenings that attach to short standards, also finished in chrome. As you enter the general offices, the atmosphere of the whole place is impressed upon you by the comfortable and inviting chairs and the pleasant information attendant, who greets you.

The stairways leading to the mezzanine are covered with deep pile carpets in Chinese red, as are the lounge and executive offices. The guard rails are included in this scheme, being done in Chinese red, with gray panels and black baseboards. The executive offices, while the absolute acme in beauty and appointments, fit into the scheme nicely, being finished in natural wood birch panels, with chrome trim.

The indirect lighting is most unique, the fixtures being in gray, to harmonize with the ceiling and walls. When in use, however, they transform into a beautiful red, to include the floor covering and mezzanine railings in a color effect that is extremely pleasing in its blending. Venetian blinds on all windows add to the general effect.

The dedication of the building was held in connection with the company's second annual convention, with all employees from the branch offices present.

The executive meeting resulted in definite plans and policies that will benefit the industry in general; such as, information clerk until 12:30 at night, with the service deparment also open until 12:30 a.m. This, with centralized buying and testing laboratories, will assure all customers of quality merchandise and service, with a definite sales policy which will benefit the industry as a whole.

Other moves approved at the meetings were Oriole's entering the cigarette vending machine field. In addition to buying a thousand machines for their own operations, they will be the distributors for the U-Need-A-Pak Products in the states of Maryland, District of Columbia, western Pennsylvania, and the Buffalo territory.

(Continued on Page 96)

REEL RACES

SUPERIOR TO 4 REEL COUNTER MACHINES SELLING FOR $4 AND $5 MORE * PLAYER APPEAL PLUS * * * FOUR WAY COIN CHUTE * TAKES PENNIES * NICKELS * DIMES * QUARTERS * * *

BEAUTIFUL DESIGN * RIGID CONSTRUCTION

$19.50 TAX PAID

REAL PROFITS!

*Write * Wire * Phone * * * Immediate Delivery Assured!*

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVE.
CHICAGO, ILLINOIS

TIME TESTED!

1,000 MACHINES PLACED WITHIN 20 MONTHS

PROVEN!

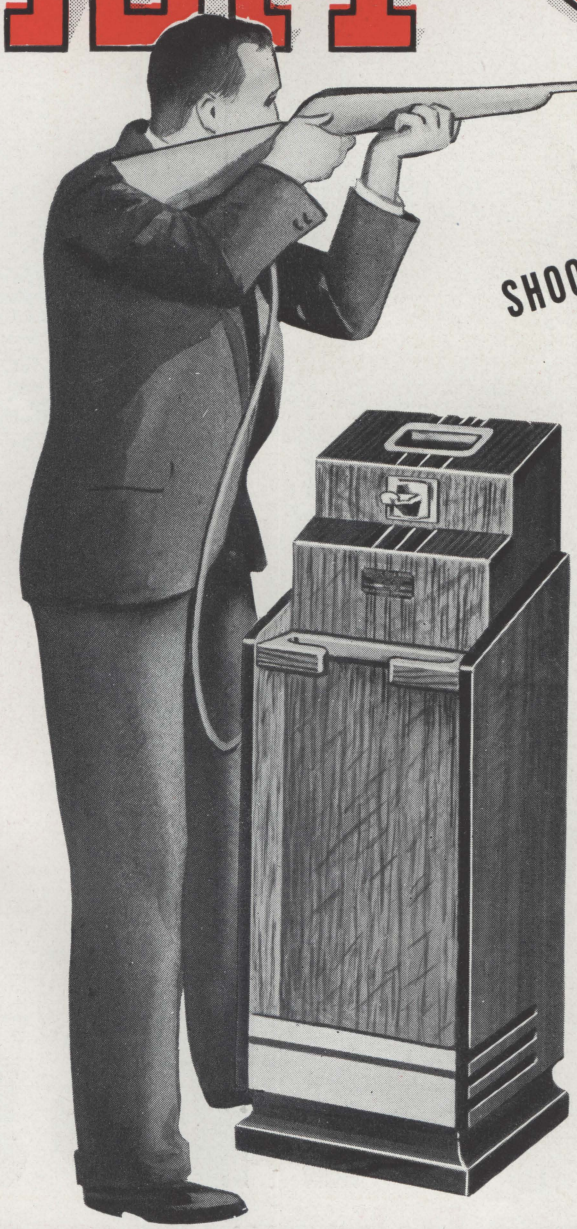
MECHANICALLY PERFECT BY ACTUAL PERFORMANCE

ALL THE THRILLS OF REAL MARKSMANSHIP!

RAY-O-LITE

MFD. BY J.P. SEEBURG CORP. CHICAGO USA

RIFLE RANGE



SHOOTS A RAY-O-LITE AT A MOVING DUCK TARGET!

COMPLETELY AUTOMATIC— ALL HITS REGISTERED ON ILLUMINATED PANEL!

Pioneering a new type of automatic equipment, more than two years of intensive engineering and scientific research were spent in the perfection of THE SEEBURG RAY-O-LITE RIFLE RANGE. Constant mechanical improvements combined with new scientific electrical discoveries, has resulted in this marvelous new automatic development.

The SEEBURG RAY-O-LITE RIFLE RANGE is now in over 1,000 locations. The first machine was placed over twenty months ago. During this time, it has definitely proven the greatest money making machine ever placed on location. The perfect mechanical performance over twenty months of consistent heavy play is your positive proven assurance against breakdowns and "Service Headaches."

The SEEBURG RAY-O-LITE RIFLE RANGE is fully automatic. The insertion of a coin starts the ducks moving across a scenic illuminated background creating a sporty duck target. A regulation size rifle is held in the usual manner. The player aims at the moving duck and pulls the trigger, which shoots a RAY-O-LITE at the photo-electric cell on the duck. A direct hit knocks the duck over and automatically registers the score on the light-up panel. The player gets ten shots for each coin inserted.

BEAUTIFULLY DESIGNED MATCHED WOOD CABINET!

The cabinet and gun stand are sturdily built of beautiful matched woods. The ultra modernistic design of the attractive cabinet and gun stand readily lends itself to the fine furnishings of the best locations.

IMMEDIATE DELIVERY!

WRITE -- WIRE -- PHONE TODAY!

THE SEEBURG FRANCHISE

J. P. SEEBURG CORPORATION

EARNING POWER!

UNSURPASSED BY ANY AUTOMATIC DEVICE EVER PRODUCED!

PROTECTED BY PATENTS NOS. 2,007,082-2,007,083 AND OTHER PATENTS PENDING
ALL INFRINGEMENTS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW

Operators! Do not be misled by unethical manufacturers who falsely claim they have the same type of machine.

The J. P. SEEBURG CORPORATION has all the exclusive rights pertaining to the RAY-O-LITE RIFLE RANGE. No licenses to manufacture this same machine or similar machines have been granted to other manufacturers.

IS MORE VALUABLE!

1510 DAYTON STREET - CHICAGO

ORIOLE OPENS NEW BUILDING

(Continued from Page 92)

Their plans also included entering the merchandise machine field, principally for the distribution of Adams Gum and various types of gum vending machines. Also under this heading, comes stamp machines and pencil machines.

At 6 p.m. Mr. Ross was host to his employees at a dinner given in the main ballroom of the Lord Baltimore hotel. Also present at the dinner were several of his many friends. Mr. William Bolles, Mr. Sam Cass, Mr. Harry Payne, of the Rudolph Wurlitzer Manufacturing Company; and Mr. Gerry Baxter, of the National Advertising Department of the Baltimore News-Post, addressed the guests. The dinner was followed by a buffet supper and dance attended by 300 employees, operators and friends.

The convention was officially concluded with a meeting and luncheon of the employes, at 2 p.m. Sunday, August 30.

ATLAS ENLARGES FACTORY

Significant of its tremendous growth and increased activity is the Atlas Novelty Corporation's recent acquirement of an additional 5,000 square feet of space to be used by both the sales and service department.

This successful organization began active business two and one-half years ago. The two chief executives, Maurie Ginsberg, general manager, and Eddie Ginsberg, sales manager, in this short period of time have created an enormous trade, built on confidence and the "personal service policy." This policy is one of absolute co-operation between the operators and the Atlas Novelty Corporation.

The Atlas Novelty Corporation is the direct factory representative for the Stoner Corporation and the Western Equipment and Supply Co., and is also engaged as distributor or jobber for the Groetchen Tool Co., the Bally Manufacturing Co., the Rock-Ola Manufacturing Corp., and practically every manufacturer of automatic amusement devices. The Atlas Novelty Corporation is also the jobber for the Electrical Products Company, makers of the Electropak, Adaptopak, Electrolok, and the new Epco fuse eliminator.

Maurie and Eddie Ginsberg founded the Atlas Novelty Corporation 30 months ago in quarters having a 25 foot frontage. Within a few months they were forced to double their space and also secure warehouse facilities. In a year and a half their phenomenal rise made it absolutely necessary for them to move to their present location on North Western avenue. Here they prospered and their business initiative combined with the policy of "personal service" kept the Atlas Corporation constantly active.

Today they are outstanding in their field, and with their sphere of business always widening they have again been forced to add space. Thus, the recent acquisition of 5,000 square feet for the sales and service department is truly a noteworthy achievement.

The present space is partially being devoted to the stocking of 50,000 parts used in repairs. This immense supply assures immediate servicing of every machine sent in for overhauling, thus preventing any unnecessary loss of time or money for the operator.

The Atlas Novelty Corporation maintains on display, tables and amusement devices representing almost every manufacturer in the country. This organization also owns one of the largest stocks of used amusement machines in America. These games are completely rebuilt by factory trained service men before they are put back on the market.

Approximately a year ago the corporation opened a Pittsburgh branch office, managed by Phil Greenberg, with Art O'Melia in charge of sales. These two executives have done a marvelous job and, consequently, they have also been forced to expand their office space considerably. In Chicago the office management is in the capable hands of Miss Eva Ginsberg, sister of the two heads of the corporation.

This is virtually a miracle story of business progress and the rapid rise of the Atlas Novelty Corporation is correctly symbolized by the comparison of their original offices to the recent addition of 5,000 square feet for the sales and service department.

FOR SALE at Bargain Prices

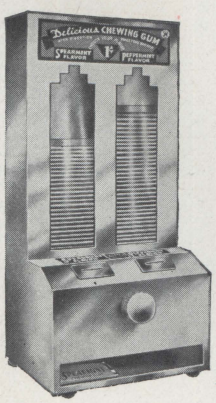
On account of closed territory, the following slightly used machines that have been thoroughly reconditioned and refinished and which are almost like new:

Gottlieb's "Fence Buster"
Pamco "Parlay"
Bally "Derbys"
Bally "Multiple"
Bally "Sky High"
"Galloping Plug"
Bally "Prospector"
Bally "Jumbo"

and various other types of automatic payout machines. All machines equipped with electric power units.

Write for Prices

The TEXAS NOVELTY COMPANY
1160 Laurel Ave.—Phone 1805
BEAUMONT, TEXAS



Double Column 1c Stick Gum Vender

Capacity: 200 sticks of wrapped Spearmint and Peppermint Gum. Vends Standard Size Advertised Brands.

Steel Cabinet, Beautiful Chromium Finish. Only 7 inches counter space.

We supply high grade Spearmint and Peppermint Gum at only 25c per 100 sticks. Operator's profit is 50c on each 100 sticks sold, after paying 25 per cent commission.

EMPIRE

● 1c Toy and Candy Vendor ●

SENSATIONAL PENNY GETTER!—Equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c.
Operator's Net PROFIT is over $2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly!
FEATURES: Slug-proof Coin Slot. Beautiful Chrome Finish, Yale lock on Money box. Same machine also vends Salted Peanuts, Pistachio Nuts, etc.

OPERATORS! Write for quantity prices of these permanent money makers

"Introductory" Prices

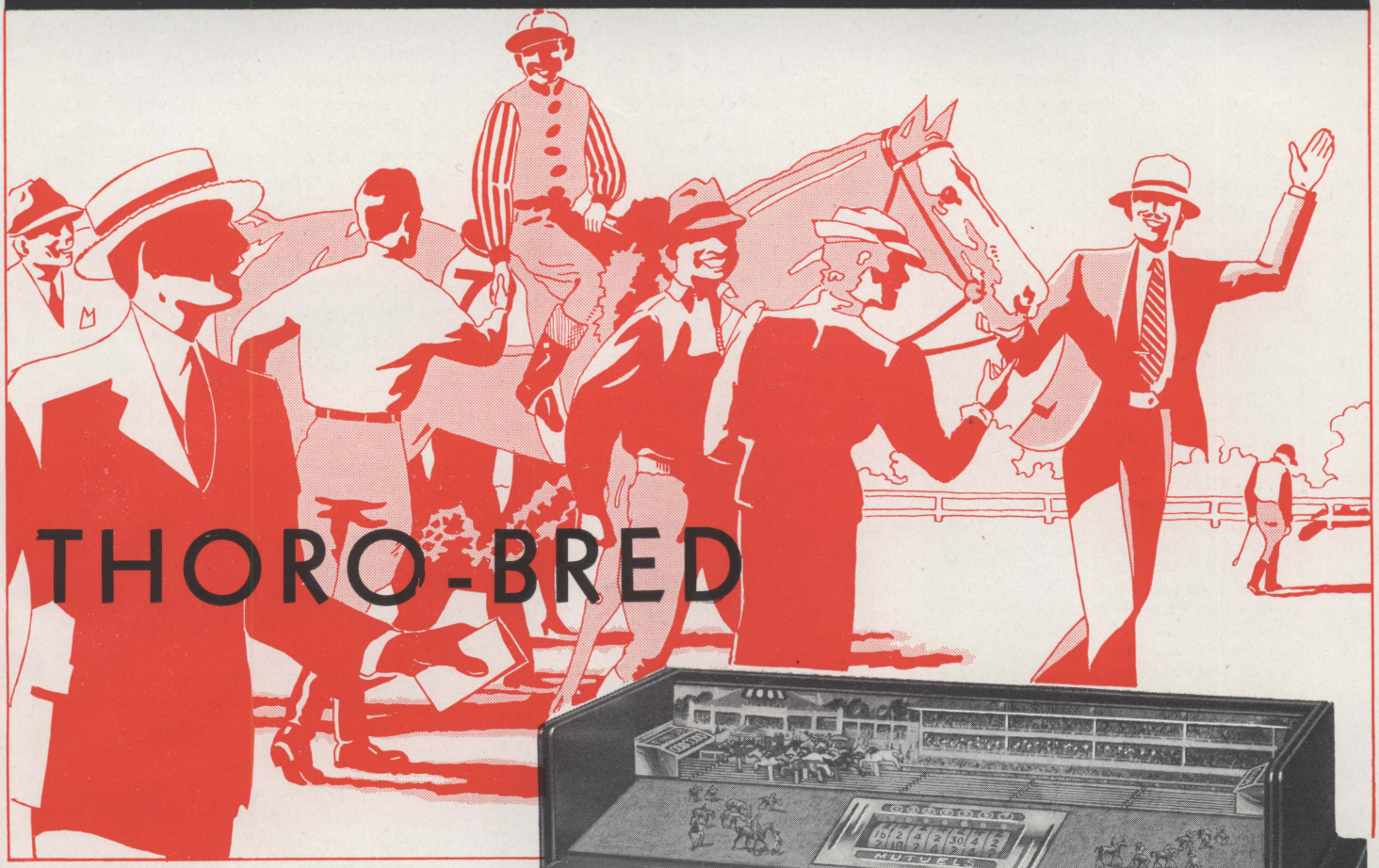
ONE DOUBLE COLUMN STICK GUM VENDOR
500 STICKS OF SPEARMINT GUM
500 STICKS OF PEPPERMINT GUM
ONLY **$12.50**

ONE EMPIRE TOY AND CANDY VENDOR
10 LBS. CANDY COATED PEANUTS
2 gross asstd. Toys; 1 Toy Display Frame
ONLY **$11.00**

D. ROBBINS & CO.
1141 DeKALB Ave. — BROOKLYN, N.Y.

Picked by the Experts-

And Backing Their Judgment With Spectacular Profits!



THORO-BRED

On every location, this de luxe WESTERN production is a phenomenal money maker! Actually in demand by the finest locations in the country!

THOROBRED is the supreme achievement of the automatic field . . . multiple visible slug-proof coin chutes, seven coins . . . a press of the lever sends the **THOROBREDS** racing away . . . real race track thrills because winner is not determined until finish . . . mutuels change with every race . . . odds from two to thirty automatically paid out on winner . . . a masterpiece of design and mechanical perfection . . . all electrical . . . no tapes or refills . . . no sequences or charting . . . additional information upon request . . . write or wire . . . immediate delivery.

WESTERN EQUIPMENT & SUPPLY COMPANY

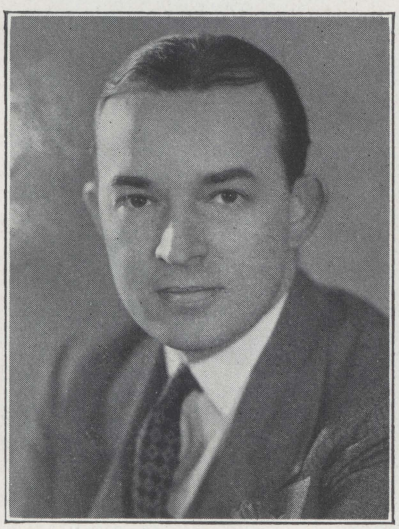
925 W. North Ave. CHICAGO, ILL.

QUALITY KNOWS NO SUBSTITUTE!

FIRST NEW COMPREHENSIVE FINANCE PLAN ANNOUNCED

C. R. Kirk and Company are the first in the history of the industry to announce a comprehensive finance plan for their distributors, jobbers and operators. According to the new plan, the distributors, jobbers or operators make a nominal down payment at the time of purchase and the balance in small weekly payments.

C. R. Kirk, president of the company, said "We have always felt that a simple, comprehensive finance plan



C. R. Kirk

was badly needed in the industry. The individuals that make up the industry, as distributors, jobbers and operators, have had the privilege to buy their automobiles, radios, refrigerators, etc. on the extended payment plan, but this same privilege had been denied them in the purchase of the very equipment by which they made their living and feeling this was a definite handicap to the extension of their activities, we set about to correct with our C.R.K. Finance Plan.

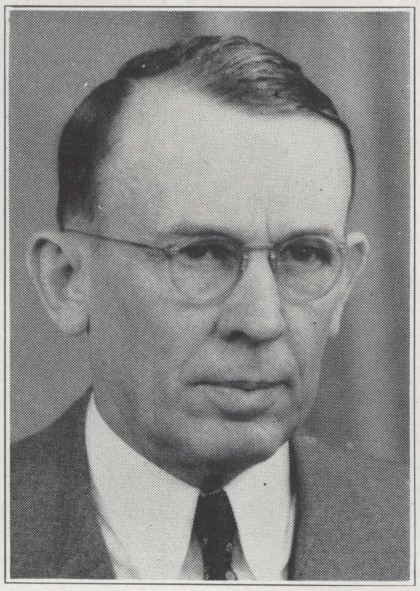
We have been experimenting with this plan on a national basis for the last 90 days and the results proved so satisfactory that we are now extending it to include all of our distributors, jobbers and operators throughout the United States.

We believe this C.R.K. Finance Plan will prove a very definite help to all our distributors, jobbers and operators, because it affords them the opportunity to pay for their equipment, from the profits the equipment produces and this should enable them to greatly expand their activities in their respective territories.

W. PERRY CLEMENTS NOW WITH ELECTRO-BALL

W. Perry Clements, one of the best known merchandising men in the United States, has joined the Electro-Ball Co. as special representative according to an announcement by S. H. Lynch, president of Electro-Ball Co.

"We feel very fortunate in securing the services of Mr. Clements," Mr. Lynch said. "We have known him personally for a long time and have always admired his work as a merchandising man and constructive salesman. He will travel the territory we serve, contacting our branch offices, and the operators of the Southwest. His first assignment is to help introduce Rock-Ola's new bowling game, Rock-O-Ball. He is carrying a sample of this new game with him, on a special built trailer, and



W. Perry Clements

will demonstrate it to interested operators throughout the territory."

Mr. Clements is a native of Dallas county and has always worked in and out of Dallas, where he makes his home. From this city he has introduced to America several very popular articles, one of them being the paper book cover for school books, which is used by the millions on school books throughout the nation. He has sold newspaper features, which originated in Dallas, to leading newspapers in every state in the Union. He was formerly one of Dallas' leading automobile distributors.

"Mr. Clements is a new-comer to the coin operated device field," Mr. Lynch commented, "but he is making a concentrated study of it in all its phases, and with his broad experience, will be of real service to our operator friends throughout the Southwest."

LEO KELLY VISITS SOUTH-WEST TERRITORY

Leo J. Kelly left Chicago for Texas and points south September 20 with Exhibit Supply Company's two new games. He will be at the big blowout of Earl Reynolds at Dallas Sept. 25, 26, 27th, where the boys will have a chance to have demonstrated to them these new games, Giant Movie Bank, and Trap-Lite.

Both of these machines are very much alive with new ideas and player appeal. After getting the lowdown on Giant Movie Bank it is evident that Leo has every reason to believe the game will have the players lining up to play the game the same as natives are doing everywhere at present at the movies on Bank Night. The game has a build-up with its payout that steps up the customers to it. Trap-Light is also a top-notcher with its appeal. Looks like Exhibit is turning loose a couple of games that will "Bring Home the Bacon." Both are payout tables.

M. GOTTLIEB REPORTS GOOD BUSINESS

M. Gottlieb, manager of the National Sales and Distributing Co., Dallas, reports that his firm is enjoying the best year of their career. They represent the D. Gottlieb & Co., Chicago, in this territory. The latter company has had some real successes with such machines as the Sunshine Baseball, Sunshine Derby and the Daily Races. Many operators have visited the showrooms of the National Sales & Distributing Co. lately and have seen samples of the three new games manufactured by the D. Gottlieb & Co. and have expressed the opinion that these games are even better than the Sunshine Derby and Daily Races. Mr. M. Gottlieb invites all operators, when in Dallas, to visit their establishment.

TRY

an Automatic World Want Ad

Results Assured

GOOD SUMMER BUSINESS REPORTED BY JIMMY JOHNSON

The unfounded impression that summer is "bad for the automatic industry" is just so much "bunk" as far as the Western Equipment and Supply Company is concerned. This marvelous activity is a testimonial to the foresight and excellent judgment of "Jimmy" Johnson, owner of the Western firm.

Mr. Johnson is shipping in carload lots, one of the most diversified lines of automatic equipment in the business.

In the super deluxe automatic class Western offers the incomparable Thorobred. Flying High and Policy are the Western's one ball deluxe automatic payout tables that have been going to town for the operators. Western answered the urgent demand for a straight pin table with the New Hi-Lite. In locations spread all over the country, players are getting a real thrill out of playing this great Western nine ball lite-up table.

Although six months old, music operators continue to pour in orders for Harmony Bell. Hailed as one of the greatest automatic developments, Harmony Bell has been of tremendous help to the music operators, in many instances more than doubling the phonograph receipts.

Descriptive literature on all Western Equipment products is available to the operators upon written request.

All of the above described automatic devices are ready for immediate delivery.

DAVID MARION COMMENTS ON ACTIVITIES OF VICE SQUAD IN WICHITA

Mr. David Marion of the Marion Company, 564 West Douglas, Wichita, Kan., sends us a picture clipped from a local paper showing police vice squad using sledge hammer on coin machines. Caption over the picture reads, "Each Lick Costs $20."

Mr. Marion says, "Here is what they do with HOLD and DRAWS in Wichita. Incidentally, sell us a license and then confiscate and destroy the machines."

This is a regrettable condition and one which should make each and every operator realize the necessity of educating the public to the fact that the coin machine industry which employs thousands of people is not a racket.

Electrical Products Enlarge Factory Space

A tremendous demand for the equipment manufactured by the Electrical Products Company of Detroit, has made it necessary for this firm to add 10,000 square feet to its present factory space. Thus, today this organization whose active production is used as standard equipment in the automotive and radio fields and by 92 per cent of the manufacturers in the automatic amusement machine industry—occupies a plant that is one block long by a half block wide.

This addition was taken to accommodate the huge amount of transformer equipment, purchased to meet the needs of not only the coin machine industry but also the automotive industry.

Mr. A. B. Chereton, president of the Electrical Products Company, stated that his company has received orders for battery chargers that have amounted to approximately 50,000 units at the present time. The head executive also added that from all indications this demand will double or triple itself during the course of the season.

In view of this exceptional increase in business the Electrical Products Company are actively engaging in the manufacture of transformers on a large scale. In conjunction with this decision an investment of $30,000 has been made for the most modern transformer equipment now available on the market. In complete accordance with the constant policy of the Electrical Products Company, no cost has been sacrificed to assure the mechanical and electrical perfection of each product.

Keeping pace with the rapid growth and the increased production, two new assembly lines have been instituted for the manufacturing of Electropaks and Epco fuse eliminators. Undoubtedly this will make the delivery of these items more expedient.

The Electrical Products Company are the originators of the latest scientific developments in the coin operated machine industry.

The Electropak used in the majority of machines now on location is an extremely economical and efficient advancement. This unit used with the ordinary electrical current eliminates the use of dry cell batteries that not only increased overhead . . . but actually lost money due to their uncertain performance, sometimes putting a machine out of commission until replacements were made. The Electropak is comparatively eternal in its service and entirely independent of replacements or repairs.

The Epco fuse eliminator is a simple device but so mechanically perfect that its efficiency is worth more than ten years supply of ordinary fuses. In fact this device when used as a fuse protection against overloaded circuits or shorts is constant in its protection and it is unnecessary to replace. The principle involved necessitates only the slightest adjustment made without unscrewing one single bolt by the location owner.

The Adaptopak is almost similar to the Electropak in its performance except for the fact that it can be used on either alternating or direct current.

Knowing the needs of the operator the Electrical Products Company also manufactures the Electrolok, a device which prevents mishandling of the machine when the plug is pulled from the socket. It is a flawless preventive against cheating when the machine is not under operating power.

The Electrical Products Company maintains branch offices with warehouse facilities in New York and Chicago. Their products are sold by jobbers and distributors throughout the coin machine industry.

ALABAMA MUSIC OPS TO MEET ON OCTOBER 4

Word has been received from Mr. Max Hurvich of the Birmingham Vending Company, Birmingham, Ala., saying that the date of the meeting for the Music Operators of Alabama has been changed from September 27, as advised in another article appearing in this issue, to October 4.

The meeting will be held in Montgomery on Sunday, October 4. Every phonograph operator in Alabama is urged to attend.

A college student wrote to his father: "Dear Father, I am broke, and have no friends. What shall I do?"

His Father's Answer: "Make friends at once."

Modern Business Philosophy For Coin Machine Operators »

By ISAAC WERT

IT'S MIGHTY helpful to have a banker your friend. There come times when you need financing service—it helps you to put over big deals. There are business situations in which you need good advice—your banker can give it.

So what? This—you can't expect the banker to be your friend if you carry with him a small balance nearly all the time; if there is an occasional overdraft. Managing their own affairs, bankers are conservative and careful. They admire these qualities in others. And naturally, too, they like customers whose accounts leave a margin of profit for them.

The coin machine operator should not be content until his daily balance is one in which he can take great pride. We are not talking of colossal amounts—but, certainly, a minimum of several hundred dollars should be maintained at all times.

"I'm not in that class!" remarks a small operator-reader. Then make it your ambition to get there just as soon as possible. A good banking connection can help an operator repeatedly in many ways which mean much for profits.

The advertising you read in Automatic World is inserted by concerns which are reliable. They can be trusted. Safely you can deal with them by mail, or with their representatives.

Beware of concerns in the coin machine field which use "bootleg" advertising methods. "Cash-in-advance" frauds are launched every so often in the coin machine field, as they are in almost every merchandise line.

A concern, with a high-sounding name, perhaps with an imposing address, offers big bargains in equipment—but to avail yourself of the alleged "opportunity," you must send cash, in whole or part.

This investigator's advice is—stick to the concerns which advertise in AUTOMATIC WORLD, or other recognized media of the trade. If you feel you must deal with an unknown concern, ask your bank to investigate it for you before you make any payments.

The modern counterpart of the famous grasshopper, who whiled away the precious summer days, only to come to near-starvation in winter, is the coin machine operator who makes money fast in modern equipment—and spends it, without making provision for the inevitable replacements. Sad indeed is it to see a man making trips to Bermuda, California, and Hawaii, when the profits which go into such jaunts should be invested, in large part, in new equipment.

Comes the inevitable decline, when the public simply refuses to patronize shabby, worn-out machines. The "grasshopper" operator decides that there no longer is any money in the business. The public no longer has its old interest in coin machines. He becomes a sour man.

If two years is the maximum time that you can expect a machine to give highly profitable results, recognize that fact when you buy it, and secure the location which will pay out. As you take your profits, see that surplus is being built to buy new machines.

Nothing ventured, nothing gained, is a true principle; yet coin machine operators, making their plans, must use good judgment. Success in coin machine business, or any other, is not a matter of luck, but of good management.

The coin machine operator has to make experiments. He should make a lot of them, with this and that machine, locations, merchandise he vends. Yes, the experimenter is a fellow to watch in the coin machine business, or any other. One out of so many experiments is likely to prove a big winner.

However, good business dictates that experiments be made with judgment. Never should the operator risk his all on a single throw. Always, making a test, he should be in such a position that, if a failure, he will still be in good shape to continue his business.

All of this is very practical and unromantic. It would be nicer, in so many ways, if Lady Luck could be depended on to bring us riches. The fact is that profits and surplus in the coin machine business, as in any other, come as a result of good judgment and ability—and chances always taken with cold good judgment.

The operator who sells out and quits the business when he has had a single bad year, or season, is a dub. Every business investigator knows that, in any trade, profits go up and down. The history of almost any successful business will show unsuccesful periods, in some cases lengthy, during the past twenty years. Occasionally a good year comes along in which the coin machine owner literally "makes a killing."

Because business has been poor one season, the "breaks" have been against the operator, is no criterion that events will be repeated next season. The man who is on top in the end takes his losses as they come, stays in the business, and takes the profits when the right combination of conditions exist.

Life insurance is an ideal investment for that surplus a coin machine operator may have. He should wish to protect his family in any event. Sizeable life insurance will make his credit far more attractive to banks. The time may come when, in an emergency, he needs to raise money quickly—and his insurance policies can be borrowed on.

What do your employees say about you when they get off by themselves for a "bull session"? Do they speak of you with affection and respect, or do they cuss you out? Are they grateful for considerations you have shown them, or do they air their fancied, or real, grievances?

Any coin machine operator who wants to have loyal employees must do his part. He must be a loyal employer. And what is that—Just this—an employer who, in addition to paying salaries as agreed, will do a lot more for his assistants. He interests himself in their personal problems. He will praise them when they deserve compliments. He will be patient with them.

"The difference in productive work between a loyal and an indif-

ferent employee, is easily 30 per cent of the average." Such is the statement of an authority. That looks like a big figure, yet if we remember the numerous additional ways in which a loyal worker helps his boss—and the skimpy service that the disloyal man always gives—the statement appears a sound one.

Loyal employees are constantly making worthwhile suggestions. Comes the time when there must be work after hours, days of gruelling effort—and the loyal worker responds, while the other fellow quits.

Yes, the smart coin machine operator concerns himself much with loyalty to his employees, is happy in doing so, and can realize that he will get his reward on this earth in far more faithful and productive service.

The answer is right here to a problem which some coin machine operators have very much on their mind. Complained one to me, "About the time I have a man well-trained, so that he is really earning his money, and an asset to my business, off he goes and starts in competition with me." This investigator knows of operators who, actually, plan to hire assistants of comparatively low mentality, simply to assure that this problem won't arise!

Get the best assistants you can—then make it worth their while to stay with you! The coin machine operator who isn't afraid to give a raise before it is asked; who is constantly paying the best possible to his high-grade assistants—seldom loses the man. It is always possible to work out a profit-sharing basis, so that the valued employee can feel he is part owner. Still another solution is to branch out into new territory, putting the "star" in charge of it, on a partnership basis. The real "big shots" in business are men who have known how to develop first-class men, then hold them. Only by so doing can any man build a great organization and business.

Business is hard work, but it is also a game, a sport. Sportsmanship is important. You can have fun as you go along, and yet operate a mighty nice business.

You've heard of the optician's daughter? Two glasses and she makes a spectacle of herself.

If a man is drunk and is still a gentleman, he belongs to a good fraternity.

A chemist says that the first alcohol was distilled in Arabia, which may explain those nights.

Evolution continues at a pace that must be gratifying to Arthur Brisbane. The other day a specimen of homo sapiens drank half a gallon of beer in 34 seconds.

"Drink," said the Irish lecturer, "is the greatest curse of the country. It makes yer quarrel with yer neighbors. It makes yer shoot at yer landlord, and it makes yer miss him."

Judge: "Are you certain that the defendant was drunk?"

Officer: "Absolutely, sir."

Judge: "Why are you so sure? Could you have been mistaken?"

Officer: "Well, I saw him put a penny into the telephone box, then look up at the clock on the City Hall and moan: 'My gosh, I've lost fourteen pounds!' "

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FOR SALE—MERCHANTMAN DIGGERS, 1934 flap chute, $50; Merchantman Diggers, converted roll front, $65; Merchantman Diggers, factory roll front, $85; Mutoscope Diggers, 1934 roll front, $60; Mutoscope Diggers, 1935 roll front, $75; Electro-Hoist Diggers, 1935, $75. Terms: Twenty-five ($25) dollars deposit per machine to accompany order, balance C.O.D. Reference: Chase National Bank, New York City. Dressler & Plissner, Inc., 175 Fifth Ave., New York City.

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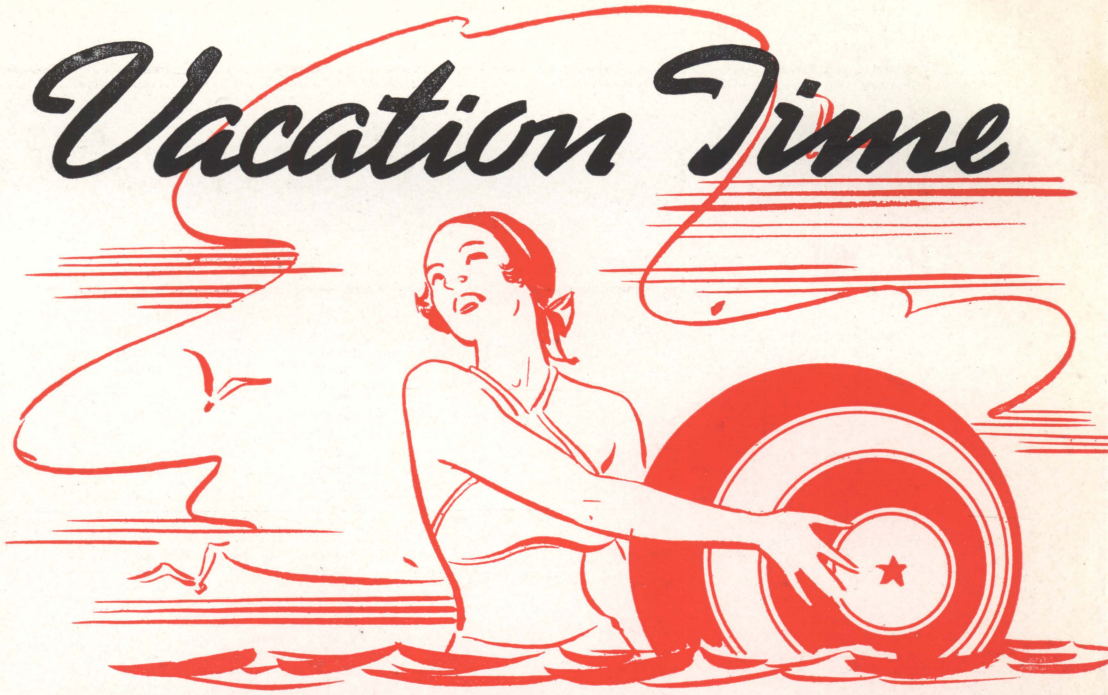

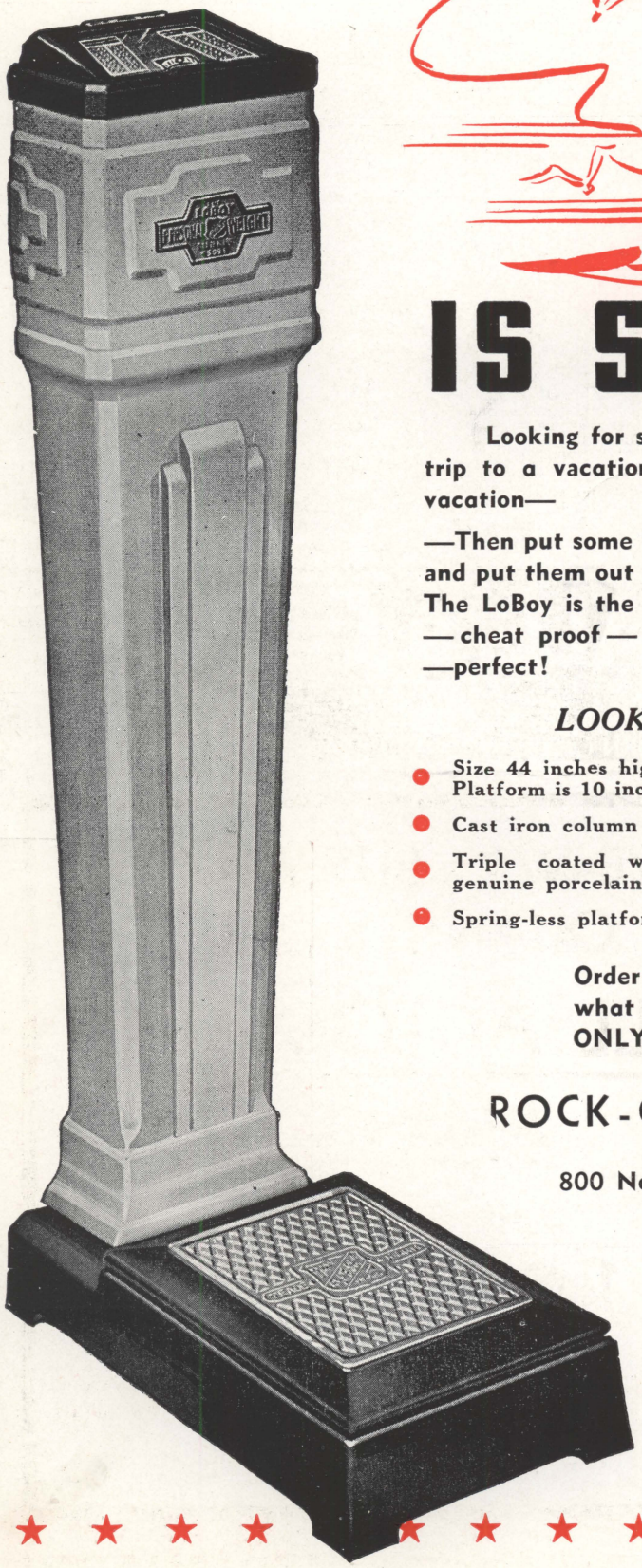

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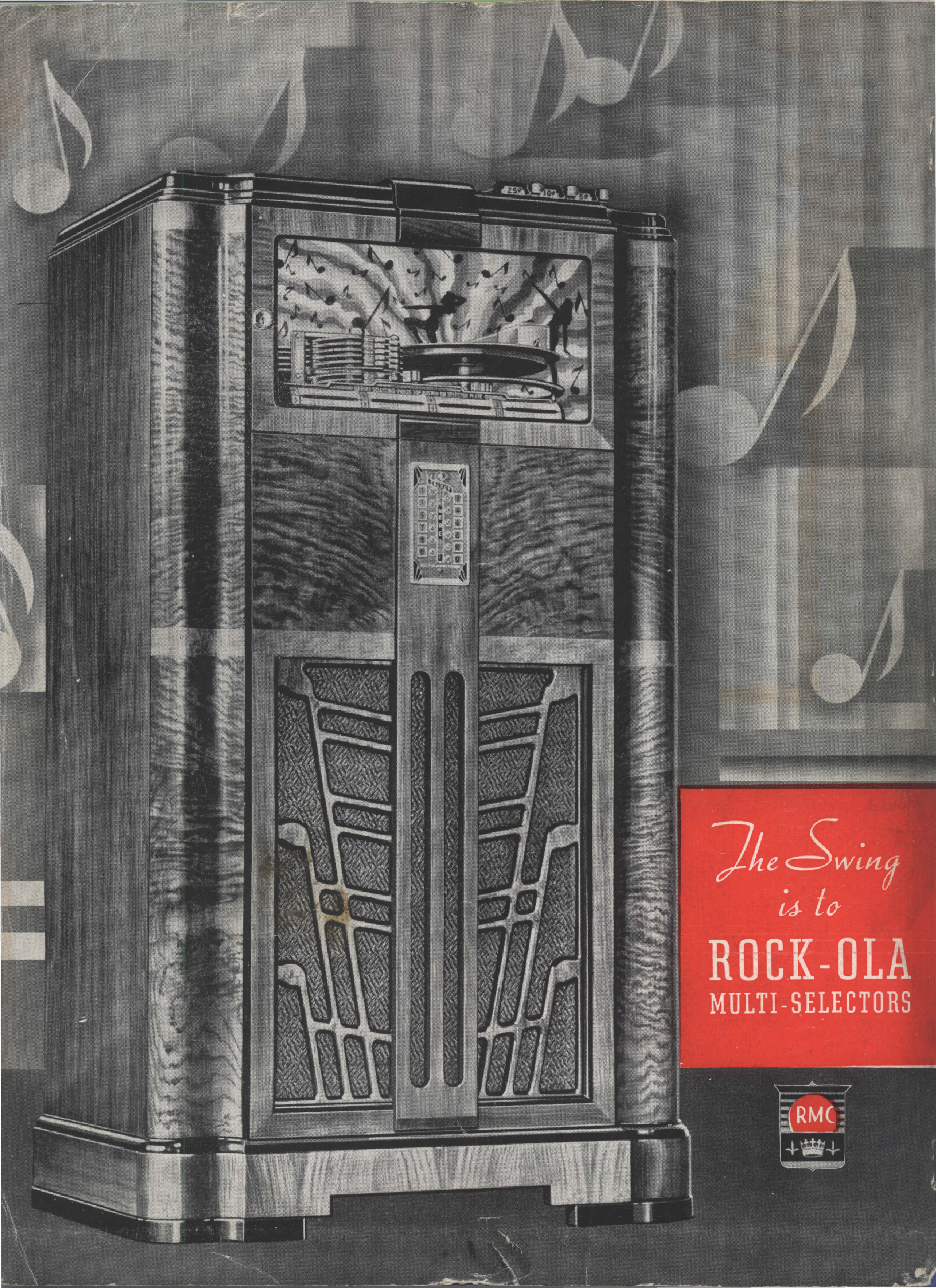

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